

Jai Kumar | Digital Marketing Executive

Contact

Ph:- +918826693638

Mail:- jaikumar110802@gmail.com

Overview

Digital Marketing professional with 4 years' experience

I am a Digital Marketing Executive with a solid portfolio of projects demonstrating skills across a wide range of digital marketing activities. I hold the Certification in Professional Digital Marketing which incorporates the Digital Strategy elective. My strengths include developing social channels, growing audiences and increasing engagement; developing successful email campaigns end-to-end; setting up, managing and optimising PPC campaigns; and designing and implementing effective content strategies. I am highly competent at monitoring and reporting, providing actionable insights and optimising as needed. I am looking for a full time role.

Work history

Digital Marketing Executive

Techskull Instruments Pvt. Ltd.

May 2021- March 2024

Key responsibilities:

Overseeing all aspects of the company's digital marketing including their contact database, website, CRM, email..

Designing and executing the website content strategy involves understanding the target audience and their needs as well as conducting research on competitor and industry trends.

Coming up with the ideas for all content including features on choosing different instruments and items of lab related products and services.

Working with dealers and wholesalers to produce these features and ensuring everything adheres to the company's brand guidelines.

Creating the company's fortnightly email campaigns which were based around the above features.

Setting up and running PPC campaigns periodically (especially seasonal), reporting and optimising.

Running all PR, Led successful meetings with dealers to cultivate and maintain strong business relationships, resulting in increased sales and market penetration

Key achievements:

My content strategy grew the website's organic traffic by 34% from October 2021 – September 2022, and 67% from October 2022 – September 2023 compared to the previous year.

Collaborated with cross-functional teams to launch new product campaigns, ensuring seamless integration of digital marketing initiatives with overall marketing strategies.

Implemented email marketing campaigns to nurture leads and drive repeat business, resulting in increased customer retention and loyalty.

Social Media Manager

Wedding and Digital Media Services
November 2020- March 2021

Key responsibilities:

Developed and executed comprehensive social media strategies to enhance brand visibility, engagement, and lead generation across various platforms.

Collaborated with cross-functional teams to develop and implement cohesive social media strategies aligned with overall marketing objectives and brand guidelines.

Created and curated engaging content including images, videos, and written posts to resonate with the target audience and drive interaction and sharing.

Monitored social media channels for trends, comments, and feedback, promptly responding to inquiries and addressing customer concerns to maintain a positive brand image.

Conducted regular analysis of social media performance using analytics tools to track key metrics such as reach, engagement, and conversion rates, and utilised insights to optimise future campaigns.

Run Meta Ads for and Google Ads for clients.

Key achievements:

Implemented influencer marketing campaigns resulting in a 200% increase in brand mentions and a 30% rise in referral traffic to the company website, effectively leveraging industry influencers to amplify brand messaging and reach new audiences.

Successfully launched and managed social media advertising campaigns across platforms such as Facebook, Instagram, and Pinterest, achieving a return on ad spend (ROAS) of 4X and exceeding campaign performance benchmarks, driving both online and offline sales.

Digital Marketer

Joyce IVF Centre.
April 2020- October 2020

Key responsibilities:

Implemented and executed Search Engine Optimization (SEO) strategies to improve the visibility and ranking of the Joyce IVF Centre website on major search engines.

Conducted comprehensive keyword research and analysis to identify high-value target keywords and optimise website content accordingly for improved organic search performance

Utilised on-page and off-page optimization techniques including meta tags, meta descriptions, link building, and content optimization to enhance website relevancy and authority.

Managed and optimised meta advertising campaigns on platforms such as Google Ads, achieving a 3X return on ad spend (ROAS) and increasing online inquiries and appointments for fertility treatments at Joyce IVF Centre.

Monitored and analysed website traffic, rankings, and user behaviour using tools such as Google Analytics and Search Console, and used insights to refine SEO strategies and tactics.

Stayed updated with the latest trends and algorithms in SEO to ensure compliance and adapt strategies accordingly for sustained performance improvement.

Managed Facebook advertising campaigns, targeting specific demographics and interests to increase brand awareness and drive qualified traffic to the Joyce IVF Centre website.

Key achievements:

Successfully managed Facebook advertising campaigns, resulting in a 2X increase in website traffic and a 40% improvement in conversion rates, effectively leveraging social media to reach and engage with the target audience.

Successfully increased organic search traffic by 50% within six months through targeted SEO initiatives, resulting in a significant boost in online visibility and lead generation for Joyce IVF Centre.

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Qualifications

Certified Master in Digital Marketing

Delhi Institute of Digital Marketing

Bachelor's in Computer Application (BCA)

Pursuing B.COM from DU

12th class from CBSE Board

Skills

A Clear understanding of Digital Marketing concepts.

Knowledge of **Search Engine Optimization**, On page,off page, technical SEO, Website analysis report.

Proficient with **Wordpress** to build and manage websites.

Knowledge of SEO tools like **Keyword**

Planner, **SEMrush** and knowledge of **Canva**.

Ability to plan and run Google and facebook Ads campaigns.

Email Marketing (MailChimp)

Effective interpersonal communication skills.

Interests

In my spare time, I enjoy writing rap songs, immersing myself in music, following cricket matches, and indulging in web series for entertainment and relaxation.

Declaration

I hereby declare that all the above information is true to the best of my knowledge and belief.