



DEEPSEE SINGH

Campaign Manager

PERSONAL BACKGROUND

I strategize the marketing campaigns (both paid and organic), do competitive analysis & work on end-to-end execution and optimization to make it a success.

SPECIALIZATIONS

- Social media Management
- Google Ads and Google Analytics
- SEMrush
- Account based marketing
- LinkedIn, FB & Triblio Ads
- Email Campaigns- Hubspot, Outreach, Mailchimp
- Account Intel (ABM-Tools used- ZoomInfo)
- Sprint planning
- Campaign reporting
- Project management tools- Asana, Zepel, Trello, JIRA
- Canva

GET IN TOUCH WITH ME

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EDUCATIONAL HISTORY

MBA (MARKETING), 2016- 2018, JNTU- HYDERABAD
CGPA- 9.32/10

B.Sc. (LIFE SCIENCES), 2014- 2016, OSMANIA
UNIVERSITY- HYDERABAD

SCORE- 85%

- President of Student Council Holy Cross College
(2015- 2016)

WORK EXPERIENCE

Campaign Manager

TransFunnel Consulting | Jun 2020- Present

- Campaign Management/Program Management - Ads, emails, Webinars and digital asset promotion
- Conceptualize & Execute Top of the funnel and Middle of the Funnel marketing activities
- Analyze target accounts to determine optimal ABM campaign and tactic mix based on engagement
- Mining data from Sales Intelligence and B2B database tool- ZoomInfo
- Executing End to End Lead gen and demand gen activities such as ToFu & MoFu email, LinkedIn ads, and Market Research
- Creating & conceptualizing social media marketing creatives
- Marketing Collateral design - Canva - (E-Book, whitepaper, Infographic, case study, etc.)
- Creating Marketing proposal with competitive analysis

Associate Analyst- Marketing

NetEnrich Inc | Sep 2018- Dec 2020

- Campaign Management - Ads, emails, Webinars and digital asset promotion (MSP & Cloud services - US & Europe)
- Create & execute a holistic digital strategy aligned to overall business objectives & goals
- Prepare reports and presentations for senior management by consistently tracking social media analytics, and showcasing accomplishments and metrics
- Analyze target accounts to determine optimal ABM campaign and tactic mix based on engagement
- Running targeted lead gen & demand gen ads on various social media platforms

Social Media Intern

NetEnrich Inc | Dec 2017-Aug 2018

- Social copywriting
- Planning and execution of social media campaigns
- Measurement and reporting of the campaigns