**DHEERAJ SHOKEEN**

(he/his/him)

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**PROFILE**

Paid Social Media marketing professional with 6 years of experience in executing media activation, and media planning on Social Media platforms has worked on more than 1000 campaign activations & managed a budget of more than $1m in a month, seeking a role in the digital marketing industry, currently pursuing MS in social media & mobile marketing at Pace University, NYC.

**WORK EXPERIENCE**

**Annalect, Omnicom Media Group** Gurugram, India

Senior Biddable Media Analyst May 2021 – August 2023

* Partnered with other media professionals to develop and launch paid social media campaigns, media plans, and campaign strategies for clients such as The North Face, Napapijri, Bethesda gaming and Timberland.
* Optimized client accounts by conducting regular analysis of performance metrics and implementing data-driven strategies.
* Managed E-commerce campaigns and other brand campaigns regularly and has led a team of 5 for Social domain. Increased revenue by +20% YoY and ROAS by +60% YoY.
* Handled pacing and budget, ensured high-quality work, and built relationships with clients.

**Publicis Sapient, Publicis Groupe**  Gurugram, India

Media Analyst January 2019 – May 2021

* Streamlined workflows with cross-media teams, conducted in-depth analysis of performance reports, and provided strategic media planning, execution, and optimization.
* Collaborated with Facebook, Twitter, Tik-Tok, Snapchat, Google and other platforms to manage campaigns, participate in beta tests, and contribute to BLS studies.
* Directed paid social and Google Ads strategy for GSK (GlaxoSmithKline), managing budgets and creating targeted audience segments for optimal results.

**Sanskriti University**  New Delhi, India

Digital Marketing Executive December 2017 – December 2018

* Performed SEO (on-page and off-page) activities to enhance organic search and designed Google ads campaigns to boost website traffic.

**EDUCATION**

**Pace University, Lubin School of Business** New York City, NY

Master of Science (MS) in social media & mobile marketing September 2023 – April 2025

**Major:** Digital communication and Media/ Marketing

**Bharati Vidyapeeth University** New Delhi, India

Master of Business Administration (MBA) in IT July 2014 – July 2016

**Major:** Information Technology

**ACADEMIC PROJECTS**

**Marvin’s Magic Advertising Strategy** September 2023 – Present

* Examine the client’s existing marketing strategy in the UK market and create new strategies for the US market that can lend more response to the US website, increase brand awareness, engagement and can sell more products on US website.

**SKILLS**

**Technical:** Facebook Ads Manager, Google Ads, Prisma, Smartly, Twitter Business Manager, Snapchat Advertisement, Google Analytics, Keyword Planner, SEO, SEM, SMM, Canva, Buffer.

**Languages:** Fluent in English