

# DISHA RATTAN

## Marketing Executive

+353-873360029

www.disharattan.com

rattand@tcd.ie

Dublin, Ireland



## EXPERIENCE

### Marketing and Social Media Specialist

#### Freelancer

09/2019 - 07/2020

- Created and managed Google Ads and increased conversion by 150%
- Boosted website traffic by 200% by effective optimization of landing pages and efficient social media marketing techniques on platforms including Instagram, Facebook, Pinterest, Twitter, Quora, and promoted inside sales of the brands
- Maintained and monitored monthly marketing budget and created the weekly marketing calendar
- Researched for prospective clients for B2B sales and marketing and expanded the company's network
- Uncovered growth opportunities by devising and deploying robust marketing plans and business strategies through evaluation and monitoring competitors
- Created compelling content marketing strategies and campaigns for online/digital, television, print media and other offline platforms to drive marketing events
- Formed partnerships with vendors and affiliate marketers

### Community Associate

#### POPxo

05/2018 - 07/2019

- Increased profits by 95% through efficient use of online and offline platforms, boosted brand awareness by 200% by developing brand marketing campaigns, and website and in-app traffic by 175% approx.
- Augmented user engagement up to 250% and increased brand awareness by 200% by executing and steering efforts on earned, paid, and experiential-campaigns to support product promotion and e-commerce growth via data-driven market.
- Developed outreach strategies and maintained long-lasting relationships between POPxo and its community members and stakeholders.
- Fostered the promotion of the new retail product lines by developing and scheduling online and offline marketing content and formulating strategies in conjunction with the ideation committee.
- Analysed Google Analytics reports to perform market trend analysis and customer analysis to come up new content and campaign ideas.
- Spearheaded in conjunction with the product team, the restructuring of internal work application, online application, and the website working with the UX/UI team and worked on designing the wireframes.
- Created and published customer specific content on LinkedIn and reached out to prospects via LinkedIn Sales Navigator.
- Managed email marketing strategy including planning, creating, deployment, delivery and reporting of matrices.
- Increased the conversion rate by 170% and generated impact via successful online marketing efforts.

### Marketing Associate

#### Freelancer

01/2018 - 04/2018

- Enabled timely execution of corporate events by managing complete setup.
- Promoted events, secured beneficial partnerships, and raised awareness by responding to reviews and developing content in accordance with the industry and market trends for the clients.
- Increased website traffic by 250% through the execution of social media marketing campaigns.
- Created and optimized PPC marketing campaigns to generate leads and increase brand awareness.
- Created and published new blog posts every month and updated the clients' website thereby increasing the traffic by 90%.

## SUMMARY

Result driven marketer with three years of experience assisting brands and companies with content creation, campaign management, SEO, UX/UI design and wireframes, uncovering new business opportunities, improving website traffic, and promoting product launches. Recognised for building, training, and guiding cross-functional teams for achieving targets.

(Stamp 1G: I am eligible to work in Ireland without a Visa Sponsorship under the Graduate Visa Scheme)

## EDUCATION

### MSc Marketing

Trinity College Dublin

09/2020 - 08/2021

### Bachelors in Business Studies

Guru Gobind Singh Indraprastha University

08/2014 - 07/2017

## SKILLS

#### Marketing

#### Digital Marketing

#### Brand Marketing

#### Product Marketing

#### SEO/SEM

#### PPC

#### Social Media Marketing

#### Marketing Strategy

#### Forecasting

#### Content Creation

#### Campaign Creation

#### Campaign Management

#### Google Analytics

#### Google Ads

#### Wordpress

#### UX Design & Wireframes

#### Microsoft Office

#### Mailchimp

#### Public Relations

#### HTML

#### Excel

#### Canva

#### LinkedIn Sales

#### Facebook & Instagram Ads

#### SEMRush

#### Photoshop

#### Influencer Marketing

## EXPERIENCE

### Financial Analyst

Royal Bank of Scotland

07/2017 - 11/2017

- Responsible to ensure compliance with regulatory policies
- Learned to manage the investment of surplus funds by the bank in order to gain maximum profit
- Financial Services management and performance regulation
- Was one of the best performers during the Chennai floods as Delhi office had to handle Chennai offices' work as well
- In charge of taking care of customer transactions and their complaints related to those transactions plus a complete cycle of resolution and follow-up

## CERTIFICATION

### Inbound Marketing

HubSpot, 2020

### Frictionless Sales

HubSpot, 2020

### B2B Marketing Foundations

PMI & LinkedIn Learning, 2021

### Google Analytics

Google Academy, 2020

### SalesForce Certified Marketing Cloud

SalesForce, Pursuing

## ACHIEVEMENTS



### Checkmate

Drove B2C and B2B digital revenue growth by staggering 65%, increased customer acquisition by 32% and increased customer retention by 60%.



### eCommerce Mastery

Pushed boundaries with 40% record breaking uplift in online sales revenue.



### Supercharging Growth

Smashed expectations with 59% increase in brand awareness within 2 months of joining.

## LANGUAGES

### English

Native



### Hindi

Native



### Punjabi

Proficient

