

# GAURAV SINGH

(Digital Marketing Executive)

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Address: Sector 76, Faridabad

## CAREER OBJECTIVE

Passionate digital marketing enthusiast eager to boost brand visibility and engagement through innovative strategies. Looking to leverage my skills in SEO and social media to create impactful campaigns that drive results and connect with audiences.

## EDUCATIONAL DETAILS

- 10<sup>TH</sup> from HBSE, Faridabad, 2014
- 12<sup>th</sup> from CBSE (NON-MED), Faridabad, 2016
- BCA From BMIT Gurgaon affiliated MDU ROHTAK, 2019
- Digital Marketing Internship, Gurgaon, 2019

## SOFTWARE EXPERTISE

MS Office	Google Sheet	SEMrush	Technical SEO
Google Analytics	Google Keywords	HubSpot	SEO Quake
Open AI Chat GPT	Microsoft Designer	Clipchamp	VidiQ
Meta Ads Manages	Meta Business Suit	Google Merchant Center	Google Webmaster
Matoma Webmaster	Search Console	Google Map Local guide	Rapitags.io
Canva Designing	Power BI	YT Studio	

## WORK EXPERIENCES

Having 5-year experience in digital marketing & promotion, brand awareness, and hands on experience on the following digital activities;

- Google Ad words (Search ads, display ad, Video Ad, Shopping Ad, Performance max)
- Social Media Marketing (Organic Promotion) on Facebook, Instagram, LinkedIn.
- Social Media Marketing Paid Advertisements (Facebook, Instagram, LinkedIn) for business reach, followers, highlight new updates, leads generation and data collecting.
- Search Engine Optimization (SEO) technical SEO, On-Page SEO
- Social Media Optimization (SMO)
- Google Analytics, Google Webmaster and search console
- Meta Ads Manager and Business Portfolio Manager

## VOSTRO TECHNOLOGIES

(Oct 2018 - Feb 2019)

ROLE : Digital Marketing Trainee (Internship)

- Assisted in creating and managing advertising campaigns on Facebook, Instagram, and LinkedIn to enhance brand visibility.
- Developed and published engaging organic content tailored for each platform to drive user interaction and increase followers.
- Conducted audience research to refine targeting strategies for social media ads.
- Monitored and analysed performance metrics of organic posts to optimize engagement and reach.
- Managed social media accounts, ensuring consistent posting and interaction with the audience.
- Maintained daily activity records to track content performance and report on key metrics.

- SEO Off Page activities & On Page activities. Making website Audit prepare Oversee a social media strategy. Report &
- Manage and maintain the organization's website.
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter.
- Track and analysed website traffic flow and provide regular internal reports.
- Continually work on the Search Engine Optimization of the website.

#### **PROJECTS:**

- Argoingshop.it
- Countryflora.in
- Johnsanpaintinginting.au
- Aquamamma.au/nz
- Sheoran International School

#### **STEP-SMITH IMMIGRATION SERVICES**

**(FEB 2019 - March 2020)**

ROLE: Digital Marketing Executive & Ad Manager

- Developed and executed targeted online campaigns across Google Ads and social media platforms to drive lead generation and increase brand awareness.
- Created and published engaging organic content on Facebook, Instagram, and LinkedIn to foster community engagement and enhance brand presence.
- Managed email marketing campaigns, crafting compelling newsletters and promotional content to nurture leads and retain clients.
- Conducted audience research to identify target demographics and refine marketing strategies for improved engagement.
- Analysed campaign performance metrics to optimize strategies, ensuring maximum ROI and effectiveness of marketing efforts.
- Collaborated with cross-functional teams to align marketing initiatives with overall business goals and brand messaging.

#### **BUILD BRAAND**

**(April 2020 - October 2020)**

ROLE: Social Media Account Manager

- Developed and executed social media strategies to enhance brand visibility and engagement across platforms like Facebook, Instagram, and LinkedIn.
- Managed client accounts, ensuring consistent brand messaging and alignment with marketing objectives.
- Created and maintained content calendars to plan and schedule engaging organic posts, driving user interaction and growth.
- Analyzed performance metrics of social media campaigns to identify trends and optimize future strategies.
- Fostered community interaction by engaging with followers, responding to inquiries, and encouraging user-generated content.
- Collaborated with clients to tailor social media strategies that align with their business goals and target audience.

#### **PROJECTS:**

- The Indore Interior
- Resale Rental
- Ali Adventure Dubai
- Tube Mac
- Pergrine metal Finishing

## **NAVIX CONSULTANCY SERVICES (Apna Lead)**

**(October 2020 - June 2024)**

**ROLE:** Ads Manager & Digital Marketing Manager

- Main role in the promotion of Apna Lead, focusing on lead generation and digital marketing solutions.
- Developed and managed targeted advertising campaigns across Google Ads and social media platforms to drive user acquisition.
- Conducted audience research to refine targeting strategies and enhance campaign effectiveness.
- Analyzed campaign performance metrics to identify trends and optimize advertising strategies.
- Implemented innovative promotional tactics to increase brand visibility and user engagement.
- Managed budget allocation for campaigns to maximize ROI and achieve marketing goals.
- Collaborated with cross-functional teams to ensure alignment of marketing efforts with business objectives.
- Created compelling ad copy and visuals to resonate with target audiences and improve click-through rates.
- Monitored industry trends and competitor activities to inform marketing strategies and maintain a competitive edge.

### **PROJECTS:**

- Apnlaead.com
- Onezoe First Aid Kit
- Shashwat Dental Clinic
- Truefast Energy
- Food Food
- Shak.in
- Crown Dental Clinic
- Newtech chemicals
- Vasundhara Properties
- SIS Finance & Security
- KRS GROUP
- Roof and Assets
- Anthurium Towers
- Earthum Realities
- Dark Services.in
- Al Ruyah Fashion
- Prakash Enterprises
- Ahad Networks
- Modern MDF
- Golardh Housing
- NTH
- Babu Meat Shop

## ECOTECH HOMES

**(June 2024 - September 2024)**

ROLE : Social Media Account Manager

- Developed and executed social media strategies to enhance brand awareness in the interior design industry.
- Managed content creation that showcased design projects, client testimonials, and design tips to engage the audience.
- Engaged with the community by responding to inquiries and fostering discussions around interior design trends.
- Analyzed performance metrics to optimize social media campaigns and improve audience engagement.
- Created content calendars to ensure consistent posting and alignment with marketing campaigns.
- Collaborated with the design team to highlight featured projects and promote design services effectively.
- Organized online events and contests to increase brand interaction and showcase design expertise.

## HOBBIES

- Travelling, Bike Riding
- Online Browsing
- Observe surrounding in free time
- Night walks and riding

## MORE ABOUT ME

FULL NAME	:	Gaurav Singh
FATHER NAME	:	BASANT PAL SINGH
ADDRESS	:	Faridabad
Highest Qualification	:	Graduate (BCA)
DATE OF BIRTH	:	25 JAN 1999
MARITAL STATUS	:	MARRIED
RELIGION	:	HINDU
NATIONALITY	:	INDIAN
LANGUAGES	:	English, Hindi

**GAURAV SINGH**