

Shubham Sahu D1002, Star Rameswaram, Ghaziabad, Uttar Pradesh 201017

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**Objective:** Results-driven digital marketing professional with extensive experience in leading successful campaigns and driving business development. Seeking a challenging role to leverage my expertise in achieving remarkable results and fostering team growth.

**Education:**

- Advance Diploma in Digital Marketing, Delhi School of Internet Marketing, 2018
- B.C.A, Dr. C.V. Raman University, Kota, 2010 (Coursework completed)
- Class 12th, M.P.B.S.E School of Excellence, 2008
- Class 10th, M.P.B.S.E School of Excellence, 2006
- ADCHNE from VIIHT, Satna (M.P) R.G.C.S.M, 2005 (Diploma course)
- Agile Scrum Master crash course (Udemy)

**Work Experience:**

**Team Lead Digital Marketing**, GlobStake Pvt. Ltd, (Georgia- Remote, Present)

- Lead a high-performing digital marketing team, overseeing successful ad campaigns and strategic implementations.
- Spearhead business expansion efforts within the Indian community, launching Laurus and Tiulip tokens with a strong focus on team growth.
- Collaborate closely with stakeholders to achieve 10,000 followers in a month on globstake's page through effective ad campaigns.
- Utilize Google Analytics and other data analysis tools to optimize marketing strategies, achieving a 25% increase in website traffic.
- Tools Used: Google Analytics, Facebook Ads Manager, Google Ads, Hootsuite

**Manager of Digital Marketing**, Let's Make Brand (Full time, Sep 2019-Nov 2021)

- Strategize and execute digital marketing projects, optimizing PPC campaigns and achieving an impressive 18% increase in conversion rates.
- Manage SEO, SMO, social media marketing, email marketing, SMS marketing, CMS, targeting audience, traffic generation, and affiliate marketing.
- Successfully launched a new product campaign, resulting in a 30% boost in sales within three months.
- Tools Used: SEMrush, Mailchimp, Canva, WordPress, Buffer

**Business Development Manager**, Delhi Detective Service Pvt. Ltd, (Full time, June 2014 - Sep 2019)

- Identified client needs and provided effective solutions, ensuring operational efficiency and high-quality service delivery.
- Managed corporate intelligence, security, risk handling, and compliance.
- Developed business relationships, securing partnerships with three new clients, contributing to a 15% revenue growth.
- Tools Used: Salesforce, Microsoft Office Suite, Zoho CRM

**Junior Manager**, K-Raj Tiger Resort, Jan (Full time, Jan 2012 - May 2014)

- Executed digital marketing campaigns, understanding client objectives and managing hospitality and employee operations.
- Implemented a social media marketing strategy, resulting in a 20% increase in online bookings and brand engagement.
- Tools Used: Sprout Social, Adobe Creative Suite, Google My Business

**Skills:**

- Digital marketing strategies: Developed and executed effective marketing plans, achieving significant business growth.
- Project management: Utilized Scrum Master and Agile Project Management methodologies to lead and deliver successful campaigns.
- Business processes understanding: Strategically aligned marketing efforts with business objectives to optimize results.
- SEO optimization: Implemented SEO techniques, achieving a 35% increase in organic search traffic.
- Content marketing: Led content marketing campaigns, resulting in a 25% growth in content engagement.
- Social media advertising: Successfully managed social media campaigns, increasing brand visibility by 40%.
- Google Analytics: Utilized data analysis to measure campaign performance and make data-driven decisions.
- Team leadership and management: Led teams, fostering collaboration and achieving exceptional team performance.

**Certifications and Training:**

- Diploma in Advanced Digital Marketing, 2018
- Scrum Master Certification, 2019
- Agile Project Management Certification, 2019
- Business accelerator masterclasses by Ameet Parekh

**Personal Details:**

- Father's Name: Mr. Mahesh Pd Sahu
- Address: D1002, Star Rameswaram, Ghaziabad, Uttar Pradesh 201017
- Date of Birth: 21-Sep-89
- Marital Status: Married
- Sex: Male
- Nationality: Indian
- Languages: English (Read, Write, Speak), Hindi (Read, Write, Speak)

**References:** Available upon request.

I declare that the above information is true and there are no discrepancies.

Date- Signature