

Dear Sir/Madam

I am writing to express my strong interest in the Digital Marketing position. With a comprehensive background in digital marketing strategy, branding, data analysis, Performance marketing, client communication and email marketing. I am confident in my ability to contribute effectively to your team.

In my previous role as a Digital Marketing Manager at Media Clock, I successfully planned and executed integrated digital marketing campaigns, branding, email marketing and SEO that increased online visibility and engagement. My responsibilities included:

- Developing and implementing digital marketing strategies aligned with business goals.
- Managing and optimising paid advertising campaigns on platforms such as Google Ads and social media Ads.
- Creating compelling content for various digital channels, including website, blog, and social media and on-site marketing (offline marketing).
- Analysing and interpreting key performance indicators (KPIs) to refine strategies and maximize ROI.
- Conducting email marketing and bulk SMS for promotions.
- Conducting market research and competitor analysis to identify trends and opportunities.

I am well-versed in utilising marketing automation tools, SEO best practices, and social media management platforms. Additionally, my proficiency in data analytics tools, such as Google Analytics, enables me to derive actionable insights and drive continuous improvement.

What sets me apart is my commitment to staying abreast of industry trends and leveraging innovative digital marketing techniques to enhance brand presence and engagement. I am excited about the opportunity to bring my skills and enthusiasm for digital marketing.

Enclosed is my resume, which provides further details about my professional background. I would welcome the chance to discuss how my skills align with your needs in more detail.

Thank you for considering my application. I look forward to the possibility of contributing to the success.

Sincerely,  
*Sharandeep Kaur*

SUMMARY

Highly motivated and professional Digital Marketer with over 5 years of experience ( 2.3 years of freelancing and 2.7 years of professional) providing brand presence to clients. Proficient in managing content calendars (including organic, paid and other marketing activities) and client communication & handling team of 6-7 members. Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team.

EDUCATION

Chandigarh University

Master in Business Administration  
2022 – 2024

New Delhi Institute of Management

Bachelor's in business Administration  
2017 – 2020

Mata Gujri Public School

Schooling (Nursery to +2)  
2004-2016

SKILLS

- Branding
- Blogging
- Google Analytics
- Content Marketing
- Email Marketing
- SEO
- Google Ads
- Social Media Paid Campaigns
- Creativity
- Critical Thinking
- Influencer Marketing
- Team Management
- Client Communication
- Email Marketing

LANGUAGE

English



Hindi



Punjabi



PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Media Clock PTY LTD | May 2023 – Present

Digital Marketing Executive

Orbit Techsol India PVT LTD | Nov 2022 – May 2023

Brand Manager

Uniworld Studios | Aug 2022 – Oct 2022

Digital Marketing Executive

Uniworld Studios | Jan 2022 – July 2022

Digital Marketing Internship

Upthrust | Aug 2021 – Oct 2021

Digital Marketing Internship

The Brand Fuzz | May 2021 – July 2021

Digital Marketing Freelancing

Jan 2019 – March 2021

CERTIFICATIONS

- Internshala Digital Marketing Placement Guarantee Course
- Google Analytics Individual Certification (GAIQ)
- Hubspot Inbound Marketing