



DEV KUMAR PADHY

DIGITAL MARKETING EXECUTIVE

Experienced Digital Marketing Specialist with over 3 years in driving online growth and engagement for diverse and challenging industries: Dr Smart - Healthcare / Bento Labs - B2B Real Estate CRM. Skilled at creating compelling content, running impactful campaigns, and leveraging data insights for optimization.

Proven in SEO, SEM, social media, and email marketing. Always passionate about the latest digital trends and delivering outstanding customer experiences.

EXPERIENCE

MARKETING EXECUTIVE - BENTO LABS

Product: Propflo: Real Estate CRM

April '23 - March '24

- Content Strategy & Execution (website + blogs + outreach)
- B2B marketing campaigns and execution (LinkedIn)
- Market Research and Competitor Analysis
- Optimize strategy based on reports and analytics
- Worked with different product managers in various capacities. (design, product research etc)

PROJECT DELIVERY MANAGER - DR SMART

Healthcare Marketing Agency

July '22 - April '23

- Handled 14+ clients.
- Created and published content for websites
- Designed and executed social media strategy / campaigns (graphics + content + strategy)
- Ran Google / Meta ads for a few clients
- Key in resolving issues across company with 60+ clients

DIGITAL MARKETING ANALYST

Girl Power Talk, Remote

April '21 - October - '21

- Content creation for social media (LinkedIn, Facebook, Instagram).
- Working on WordPress, SEO, and content editing.



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debipadhy1@gmail.com



Currently at Baliguda, Odisha



@ripleread

SKILLS

Content

- All kinds: Technical, Social Media, Ads & Marketing Copies

Design & Editing

- Adobe Premiere Pro, Photoshop
- Canva

SEO

- Semrush (SEO), Ahrefs, Ubersuggest & more.

Ads & Analytics

- Google Ads
- Meta

AI

- Co-pilot, Designer
- Chat - GPT 4.0; Dall-E
- Midjourney, and more

EDUCATION

UNDERGRADUTE

VIPS, IPU

2017 - 2020

NARAYANA JR COLLEGE

PCB

PRIME ACADEMY - UPTO 10TH



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LANGUAGES

- English
- Hindi
- Odia
- Telugu

PROFESSIONAL MOTTO

A jack of all trades is a master of none, but often times better than a master of one," although I am beginning to become a master of a few.

EXPERIENCE

CONTENT WRITING & SEO

StartUp Talky, Remote (Internship)

Jan '21 - June '21

- Writing technical + promotional articles for different SAAS products, and content pillars like case studies, market research, competition analysis and more. Editing content submitted by other interns, as well as creating posters as and when required.
- Worked with the SEO team to add/optimize backlinks.
- <https://startuptalky.com/author/dev/>

GRAPHIC DESIGN & VIDEOGRAPHY

Govt Of Haryana, Internship

August '19 - November '19

- I was involved diligently in creating content and posters and pamphlets for online and offline campaigns of Mr. Vipul Goel, MLA.
- I was also in charge of social media marketing on FB. Additionally I was also involved in editing photos and videos.

DIGITAL MARKETING - SABLOG MAGAZINE

Internship

Aug 2019 - Oct 2019

- I was involved in digital marketing of the online magazine. Creating and curating posts, creating relevant graphics and content and delivering it to the target demographics through social media marketing, mainly Facebook, and Whatsapp.

During my undergraduate studies in VIPS, IPU; I have gained extensive experience in content creation, design, and digital marketing. I worked in various roles for Alka Lamba (Congress), including as a videographer and digital marketer.

Additionally, I contributed as a content writer for Google applications such as Snaps:Journal and TOEFL Infinite, and wrote articles for websites like Nerdschalk and a HR company called OnMyTap.

These experiences have equipped me with a robust skill set in digital marketing and content creation.