

Preeti Parmar

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- **Summary:** Digital Marketer with over 10 years of experience supporting brands with SEO, WordPress (new pages and content updates), social media, email marketing, content strategy and paid ads. Currently helping Gosai Law with improving their digital presence through organic SEO, social growth, newsletter strategy, and blog performance tracking.
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➤ **WORK EXPERIENCE**

Freelancer: Gosai Law | Remote (Canada)

Apr 2025 – Present

- Helping with SEO strategy, blog optimization, and performance tracking (one blog ranked Page 1 on Google in June 2025)
- Building and updating WordPress pages (including on-page SEO and formatting legal blogs)
- Planning and analyzing Mailchimp campaigns with 39.9% open rate and 1.3% CTR
- Instagram growth: +356 followers (Jan–June), TikTok growth: +92 followers (3.11% increase in 7 days)
- Highest-performing reel: 2401 views, 27 shares, 107 likes in July 2025

Freelancer Meta Ads Specialist (Footwear Brand)

- Achieved 16.9x ROAS in 1 month through video, carousel, and UGC ads
- Budget: \$1.1K | Sales: 900 | Conversion Value: \$19.2K

Freelancer – Lead Generation (Dentist Client)

- Ran lead gen ads for high-ticket dental makeovers | Cost per lead: \$4.40
- Total leads: 681 | Budget: \$2.2K | Duration: 3 months

Freelancer – Social Media Strategy (Drone Creator @cloudnineviews_)

- Grew IG from 500 to 1,109 in 59 days | 13K+ profile views in 30 days
- Improved bio, niche clarity, and repurposed reels to increase views

Neon Digital Media | Media Buyer – Facebook (E-Commerce) | Mumbai, India

July 2022 - May 2023

- Developed, executed & optimized paid advertising campaigns across Meta (FB, IG) & LinkedIn.
- Reduced Cost-per-Acquisition (CPA) by 6.67% & boosted conversion rates by 5%.
- A/B tested 60+ ad creatives, leading to an 8.33% increase in audience engagement
- Collaborated with cross-functional teams (design, sales) to implement campaign strategies that resulted in increase in ROAS by 1.10% exceeding client targets.
- Monitored and analyzed campaign data to identify actionable insights, optimize campaign performance, and provide UI/UX recommendations.

Amrutam | Digital Marketing Architect | Mumbai, India

March 2022 - June 2022

- Led the development and execution of data-driven Meta and Google Ads campaigns, achieving a 1.75% increase in ROAS and exceeding revenue targets by \$411 within 3 months.
- Developed and implemented an email marketing strategy that converted leads into 35 orders.
- Executed an influencer marketing outreach campaign that generated 5 orders within 9 days.
- Created and implemented social media marketing strategies that increased engagement by 3%

➤ **SKILLS**

SEO, Google Analytics (GA4), Google Tag Manager, Meta Ads, Funnel Optimization, WordPress, Content Marketing, Google Ads, Email Campaigns (Mailchimp), A/B Testing, Reporting, TikTok Strategy, LinkedIn Campaigns

➤ **EDUCATION**

Pursuing Marketing Management Certificate Course from Sheridan College
Certificate in Management and Leadership from Conestoga College

Aug 2025
Dec 2023