

DEEPAK SAINI

Digital Marketing Manager

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SUMMARY

Motivated Digital Marketing professional with expertise in **SEO (On-Page & Off-Page)**, **SMO**, **Google Ads**, **Content Writing**, **WordPress**, **Email Marketing**, and **Keyword Research**. Recently completed a **Digital Marketing Course** and eager to apply my theoretical knowledge in a professional setting.

EXPERIENCE

Digital Marketing Executive

Ganpati Dental Clinic

09/2024 - 12/2024 Delhi, India

- On-Page SEO Optimization** – Improve **meta titles, descriptions, and content** with keywords like *best dentist in Delhi* and *root canal cost*. Optimize images with alt text and compress them for faster loading.
- Technical SEO Improvements** – Ensure **fast loading speed**, mobile-friendly design, and fix **broken links & 404 errors**. Implement **SSL (HTTPS)** and submit an **XML sitemap** for better indexing.
- Off-Page SEO & Backlinks** – Build high-quality backlinks through **guest posting, local citations, and healthcare forums**. Engage on **social media** (Facebook, Instagram) with dental tips, testimonials, and promotions.
- Google Ads & Paid Marketing** – Run **Google Search Ads** for high-intent keywords (*"best dental implants near me"*), **Call Ads** to drive patient inquiries, and **Remarketing Ads** to re-engage past website visitors.

Digital Marketing Executive

Net Web Studio

01/2024 - 08/2024 Delhi, India

- On-Page SEO Enhancement** – Optimize **meta titles, descriptions, and content** with targeted keywords like *"best web design company in Delhi"* and *"custom website development services"*. Use schema markup for better search visibility.
- Local SEO & Google My Business** – Improve **Google My Business (GMB)** with accurate business details, service listings, customer reviews, and location-based keywords.
- Google Ads & Lead Generation** – Run **Google Search Ads** targeting high-intent keywords (*"custom website development near me"*), **Display Ads** for brand awareness, and **Retargeting Ads** to convert potential clients.
- Technical SEO & Performance Optimization** – Ensure **fast website loading speed**, fix **broken links & 404 errors**, implement **mobile-first indexing**, and secure the site with **SSL (HTTPS)**. Submit an **XML sitemap** to Google Search Console.

Digital Marketing Executive Intern

Digital Hikes

06/2023 - 12/2023 Delhi, India

- On-Page SEO Optimization** – Optimized **meta titles, descriptions, headings, and images** for better search rankings. Implemented **keyword research** for targeted content.
- Off-Page SEO & Link Building** – Built **high-quality backlinks** through **guest posting, directory submissions, and blog commenting** to improve domain authority.
- Content Writing & Blogging** – Created **SEO-friendly blog posts, articles, and web content** on digital marketing trends, increasing website engagement.
- Technical SEO Enhancements** – Conducted **website audits**, fixed **broken links**, **optimized page speed**, and ensured **mobile-friendliness** for better user experience.

EDUCATION

BA in Economics

Delhi University

2021 - 2024 Delhi, India

Digital Marketing Course

Digital Hikes

03/2023 - 06/2023 Delhi, India

KEY ACHIEVEMENTS

- 45% User Acquisition Increase**
Spearheaded digital marketing initiatives at Tech Innovate that led to a 45% increase in user acquisition.
- 30% ROAS Improvement**
Optimized ad spend across digital platforms at Tech Innovate, resulting in a 30% improvement in ROAS.
- Market Share Expansion**
Identified and captured a new user segment, contributing to a 35% increase in market share.
- Conversion Rate Optimization**
Implemented a successful landing page optimization strategy, lifting conversion rates by 18%.

SKILLS

SEO	SMM	Google Ads
Content Writing	Email Marketing	
Lead Generation	Google Search Console	
Google Analytics	Meta Ads	

CERTIFICATION

Digital Hikes

Focused on mastering Digital Marketing for deep insights into user behavior, provided Digital Hikes.

INTERESTS

- Playing Games**
Playing Games is a fun and engaging activity that enhances **problem-solving skills, reflexes, and strategic thinking**. It can be a great way to **relax, socialize, and improve hand-eye coordination**.
- Listening Music**
Listening to Music is a powerful way to **relax, boost mood, and enhance focus**. It helps in **reducing stress, improving creativity, and elevating emotions**.