



# Raj Gorai

Digital Marketing & Sales Strategist

## Profile

My primary objective as a Digital Marketing & Sales Strategist is to create vibrant and brilliant visual content in marketing the company's brands and services. I have competent knowledge and dexterity in creating strategies and project roadmap using the latest technology in digital marketing. I am very adept in brand optimization and having good experience in B2B and B2C brand optimization by using latest digital marketing trends and digital brand optimization strategies. I am also very well versed in managing SEO and PPC campaigns, have a solid grasp of web analytics and have a strong understanding of online marketing concepts, procedures, strategies, project road map creation, and practices. I have more than 12 years of experience to manage multiple online projects that include SEO, social media, content delivery, email campaigns, user journey optimization, and web support

## Employment History

### Freelance Digital Marketing & Sales Strategist, Mohali

2019 — Present

- Coordinated with team members and ensured successful online and offline B2B marketing campaigns.
- Maintained all competitor activities and key developments in industry.
- Collaborated with external team members for website development and SEO.
- Monitored external agencies involved in email online campaigns and B2B branding activities.
- Evaluated all B2B online marketing initiatives and ensured compliance to all optimal quality standards.
- Performed research and maintained all digital developments for channel managers.
- Update ongoing strategies according to recent trends in the digital space
- Active involvement in Search Engine Optimization (SEO) efforts
- Managing marketplaces such as Etsy, Amazon, Flipkart, Nyka, Myntra, Pepperfry etc
- Marketing analytics: making sure the performance is tracked; measuring and reporting ROI Channel Marketing: Sponsored Products Ads run on Amazon, Etsy, Flipkart

### Sr. Digital Marketing Executive at Softprodigy, Mohali

2013 — 2020

- Create Run and Manage Google and Facebook ads Campaigns
- Responsible for auditing 140+ search campaigns in a month - Identify trends & insights using various analytical tools & accordingly optimize the campaign to improve the ROI

## Details

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## Skills

Project Management

Marketing Strategy

Digital Marketing

Keyword Research

SEO (On-Page and Off-Page)

Site Audit

Facebook & Google Ads & PPC

Google AdSense

Google Search Console

Social Media Marketing

## Hobbies

Learn New Technologies.

Read google updates

- Create and Manage Content for Websites, Blogs, Social Media, conducting Market research, keyword research using various tools
- Create and execute social media strategy, track success metrics, channel planning, creative development, writing social copy, social content calendars, and community management - Optimize campaigns for growth across all priority social platforms to achieve social community KPIs.
- Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

### **Digital Marketing Executive at Wwics , Mohali**

2011 — February 2013

- Running FB Ads & Instagram ads to reach larger audience.
- Handling social media pages & accounts to generate traffic & engagement - Creating videos & speaking with people for collaboration & to raise funds.
- Optimize campaigns for growth across all priority social platforms to achieve social community KPIs. - Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

### **SEO Executive at Net Magic, Chandigarh**

2008 — 2011

Responsible for conducting keyword research using various tools, Performing competitive analysis, Tracking important SEO metrics including Organic traffic, Conversion rates and time spent on page.

## **Education**

### **Bachelor of Computer Science, Punjab University, Chandigarh**

2006 — 2008