

RAJAN

Digital Marketing Executive

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## Summary

Analytical digital marketing executive with 1 year 5 months of experience in performance marketing. planning, developing, managing and implementing digital marketing strategies. polished in measuring ROI and KPI'S, preparing and managing digital marketing budgets and overseeing company's social media account.

## Experience

1. 02/2023-Current      Digital Marketing Executive, Catalysts.Team , Bengaluru

1. Implemented managed and optimized paid campaigns across paid Meta, Google platform and Amazon Ads.
2. Managed daily paid media operations, driving growth, ROI, CAC & Retention with data driven campaigns.
3. Analysing the campaigns to improve campaigns strategies and tactics ,adjusting bid budgets and creative sufling.
4. Setting up UTM to improve website tracking and optimize marketing efforts.
5. Updating Reports from Power BI, Meta and Google Ads. creative, competitor, keyword, search term analysis.

2. 06/2021-12/2022      Business Development Executive, Unacademy, Bengaluru, India

3. 01/2021-06/2021      Business Development Executive, Neusource Startup Mind India Ltd

## Education

Qualification	University/Board	Institution	Year of Passing	Percentage
B.E. (IEM)	Autonomous (VTU affiliated)	Dayananda Sagar college of engineering, Bangalore	2019	CGPA:7.1
12th	BSEB(PATNA)	Bhagalpur City College	2015	60.2%
10th	ICSE, DELHI	Mount Assisi,bgp	2013	65.16%

## Certificates

1. Google Analytics Certification
2. Hubspot Inbound Academic Certification
3. Google Ad Search Certification
4. Google Display Search Certification

## SKILLS

1. Campaign performance tracking
2. Budget Forecasting
3. Data-driven decision making
4. Customer Relationship Management
5. Lead Generation Campaigns
6. Sales and Marketing
7. Seo
8. Social Media Campaigns

## Tools Used

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|--------------------|---------------|
| 1. Power BI        | 4. Canva      |
| 2. Microsoft Excel | 5. Mail Chimp |
| 3. Apps Flyer      | 6. Ahrefs     |

RAJAN

Date: 22/6/2024

*I hereby declare that the information given by me is true to the best of my knowledge.*