



Deepak Singh Rawat

Digital Marketing Expert (SMM/PPC/SEO)

Profile

My primary objective as a Digital Marketing Expert is to create vibrant and brilliant visual content in marketing the company's brands and services. 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 10 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

Sr. Digital Marketing Executive at CSSHouse Consulting, Mohali

2019

- 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
- 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

2015 – 2018

- 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 Netmagic, Chandigarh

2013 – 2015

Details

Chandigarh

India

auditseoexperts@gmail.com

Skills

SEO On and Offpage

Keyword Research

Local GMB Listing

Site Audit

Google Search Console

Google AdSense

Google AdWords

Facebook Ads

Instagram ads

Email Marketing

Tiktok

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, Punjabi University Patiala,
Chandigarh**

2010 — 2012