

Deepak Kaushal

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Career Objective

Looking forward to work as a Digital Marketing executive for an organization which provides me the opportunity to improve my skills and knowledge to growth along with the organization objective.

Professional Experience

Digital marketing Executive, Sourcekey  Jun 2022 – present
BLR

- Run ads on platforms like Google, Facebook, Instagram, LinkedIn, Twitter, Snapchat, Sharechat, Reddit, etc.
- Generate captivating content for our website, blog, and social media.
- Spend lakhs in Ads Campaign in Google and FB Ad (Search, Discovery and More) Optimize ads for website traffic and conversions.
- Used In Facebook (Lead Generation, Traffic,
- I used tools Like Keyword Planner, Ubbber Suggests, Metric Cool Google Trend, Statista, Ad Planner, Semrush, Pabbby, and AiSensy for creating ad campaigns. Manage social media for brand engagement.
- Executed and planned digital marketing campaigns, which included SEO/SEM, email, SMS, social media and Google advertising campaigns. Analyzed site performance (Google Analytics).
- I lead marketplace growth and daily ad management while aligning short and long-term strategies with teams and partners opportunities research, Collaborate on blog content.
- Created a relevant industry High DA, built Traffic Backlinks,
- **Connected Appsflyer (MMP)**
- **Used some tools for ASO Like Appannie, Sponsortower, etc.**

Digital Marketing, Proffus IT Solution Company  Dec 2021 – Apr 2022

- Run some ads on various platforms like Google, Facebook, Instagram, LinkedIn, Twitter, Snapchat, Reddit etc.
- Spend **1.50 Lakh** amount in Ads Campaign in Google Ad
- **100** Dollar used in Twitter Ad
- **50k** Used In Facebook
- Connected **Appsflyer** (MMP)
- Used some tools for ASO Like Appannie, Sponsortower, etc.

Intern in Digital Marketing, Draggital IT Solution Company Sep 2021 – Dec 2021
Delhi

- Used tools Google Trend, Statista, Ad planner, Uber Suggest, Semrush and Hootsuite for creating **15+** Ads Campaigns an individual basis.
- Identified **400+** keywords for creating Web Application and App Development company
- Executed and planned digital marketing campaigns which include SEO/SEM, email, SMS, social media and Google advertising campaigns
- Created **100+** Relevant Industry High DA and built Traffic Backlinks, designed and maintained the social media presence on all platforms.
- Identified trends and developed insights and performance by preparing accurate reports

Skills

Online Advertisement

Created some ad in Google, FB for a business used some strategy.

SMO

Created informative and factful post for the social media platform such as Facebook, Instagram and LinkedIn

SEO

Created backlinks using SEO that lead to increased 33% top 20 keywords and 67% in top 20 to 100 keywords in Organic position.

Analytical Skills

Analyzed the clients of social media and then prepared Social media advertisement

Courses

Advance Digital Marketing, Chandigarh Institute of Internet Marketing

Apr 2021 – Aug 2022

Understood 72 Modules Advance on Advance Digital Marketing

Chandigarh

- SEO Knowledge, Re-Marketing, Google Adwords Alternative
- Conversion Rate Optimization, Youtube SEO, Psychology of Search

Complete Digital Marketing Course, Udemey

2021

- Copywriting & Digital Marketing Essentials, Website Creation & SEO Yoast & Security,
- Facebook & Instagram Ads, Local SEO & Google my Business, & TripAdvis, Mobile,
- Voice & Visual Search, Content Marketing & Linkedin Marketing, Linkedin Ads,
- Newsletter Marketing, Press Release Marketing
- , Video Production,youtube Video Marketing, Landing Page & Conversion Rate
- Optimisation, Google Analysis & Ads, Summary & Success & Social Media Agency

Education

Bachelor of Business Administration in Marketing, Himachal Pradesh University

2017 – 2021