

10 Years Of Experience In Digital Marketing

DEEPAK PATHANIA

Digital Marketing Specialist

WORK EXPERIENCE

Chandigarh (UT) India

50+ team that can handle any project

Digital Marketing Specialist

08/2022 – Present

- Devised and built 20+ landing pages that generated additional leads at a 76% conversion rate in the first month.
- Collaborated with 10+ graphic designers to design visually appealing and attention-grabbing advertising campaigns, which attracted over 540+ organic leads.
- Examined the website performance of RW using Google Analytics and A/B testing, leading to a 45% increase in conversion rate QoQ.
- Partnered with 30+ Direct Response Copywriters to drive 810+ clients through an automated 'Buy Now' payment process.

Dexteritsolutions

Advertising Copywriter

10/2019 – 07/2021

- Developed content for YouTube commercials that reached 5500+ viewers in the first 24 hours of upload.
- Created website advertising copy that gained inquiry from 340+ consumers, helping to boost 80% of annual online sales.
- Developed and produced adverts for various A-list clients by partnering with 20+ marketing and advertising professionals.
- Initiated online marketing strategies that attracted 1500+ first-time internet users daily to the company's website

Digital Dexter Strategist

11/2018 – 09/2019

- Supported a significant promotion across all electronic channels in participation with 10+ digital marketers and 50+ PR professionals.
- Spearheaded a TikTok campaign titled "Look at me Now" that gained 1M impressions in 2018 and 2019.
- Initiated measures that boosted 80% of traffic on social networking sites after analyzing the website of Growthsi and discovering new revenue streams.
- Implemented social media initiatives on Snapchat, Facebook, YouTube, and Medium; gained 3500+ followers in 24 hours.

PREVIOUS EXPERIENCE

Online Marketing Manager

Drona InfoTech, Noida India

06/2017 – 10/2018

CONTACT

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SKILLS

Hard Skills:

- Advertising
- Web Content Writing
- Online Marketing
- Facebook Marketing
- Pay-Per-Click Advertising
- Copywriting

Techniques:

- Search Engine Marketing (SEM)
- Google Ads
- Social Media Optimization (SMO)

Tools and Software:

- Yoast
- Moosend
- MeetEdgar
- Hootsuite

Languages:

- English (Native)
- Punjabi
- Hindi

EDUCATION

University of Punjab

Master Degree in Computer Application

Communications

Chandigarh City, India

10/2016 - 06/2019

OTHER

- Google Ads Certified
- Web Designer Certified
- Digital Marketing Certified

Data Entry, Product Upload
SEO, Google Ads, IT Security,
PPC, SMM, Social Design Post
Blog Writer, Content Writer

Adobe Photoshop, Illustrator
Canva, CorelDRAW Web Design
and Development: HTML,
CSS, JavaScript, PHP,
Wordpress, Elementor,
WooCommerce, Bootstrap