




CONTACT ME AT

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SKILLS SUMMARY

PPC | SEO | SEM | Affiliate Marketing | SMO |
Influencer Marketing | Google Analytics |
Google Adwords | Facebook Ads | Bing Ads |
DV360 | Google Tag Manager | Hubspot |
Marketo | NoPaperForms |
Marketing Automation |
Communication Automation |
Meme Marketing | Trend Analysis |
Email SMS Whatsapp Marketing

CERTIFICATIONS

- GOOGLE ADS DISPLAY CERTIFICATION
- GOOGLE ADS SEARCH CERTIFICATION
- SHOPPING ADS CERTIFICATION
- SEMRUSH SEO FUNDAMENTALS EXAM
- SEMRUSH TOOLKIT EXAM FOR ADVANCED USERS
- MICROSOFT ADVERTISING CERTIFIED PROFESSIONAL

SUNPREET SINGH KALSI

CERTIFIED DIGITAL MARKETER

PERSONAL PROFILE

I am a Google and Microsoft Certified Digital Marketing Manager with holistic knowledge of Digital Marketing. Expertise in Scaling businesses and implementing Marketing Automation Processes.

WORK EXPERIENCE

Manager- Digital Marketing

Assam Kaziranga University | Aug 2019 - present

- Planning And Implementing Strategies to Maximize Lead Generation.
- Reviewing and Implementing effective SEO Strategies to increase organic traffic and web rankings.
- Configuring CRM and Enrollment Marketing Automation Platform to Automate Processes and Digital Marketing Campaigns.
- Managing and Verifying Social Media Handles.
- Planning and Running Effective PPC Campaigns on various Ads Platforms.
- Running Effective A/B Testings.
- Setting up Marketing Communication and running Drip Marketing Automation to Automate Lead Nurturing
- Heading the Digital Marketing Team.

HEAD OF OPERATIONS- DIGITAL MARKETING

EINZIN AFFAIR LLP (DIGITAL MARKETING AGENCY) | 2016-2019

- Managed complex projects from start to finish
- Running Effective PPC Campaigns on various Ads Platforms
- Heading Team of 30+ digital Marketers
- Working for leading National and International Clients
- Time to Time Audits to effective ads spend.
- Advanced keyword research and A/B testing campaigns
- Implementing marketing Automation Platforms and communication Automation in CRMs.

EDUCATIONAL HISTORY

MBA - DIGITAL MARKETING (Persuing)

MIZORAM UNIVERSITY (CENTRAL GOVT UNIVERSITY)

- Studying in 2 year MBA Executive Specialized in Digital Marketing

NAUTICAL SCIENCE

SOUTH TYNESIDE COLLEGE , UNITED KINGDOM