

RAVNEET SINGH

STRATEGIC MARKETING PROFESSIONAL

Data-driven marketing professional with 7 years of experience in digital marketing with key expertise in Social Performance Marketing on Meta Platforms, LinkedIn, Twitter, and YouTube, with experience in EdTech, Education, FoodTech, IT, and Consulting. Proficient in Google and Microsoft Advertising. Good knowledge of Search Engine Optimization, Marketing Automation, AI Prompts, Website Development, and CRM.

- 2023-Present** • **Verifavia**
Marketing Strategist
 - Marketing Strategy Development • Data Analysis and Insights • Campaign Optimization and Performance Tracking • Team Management • Digital and Social Media Marketing • E-Mail Marketing • Contact Sourcing • Lead Generation • SEO (Search Engine Optimization) • Competitive Analysis
- 2022-2023** • **Cognizant Technology Solutions**
Digital Marketing Specialist
 - Meta media activation (5M+ US\$) • Reporting with recommendations • Pacing and campaign optimization with implementation • Daily task reporting and measurement • Project Management using Microsoft Excel and Asana • Collaboration across teams on project and adherence to compliance and project guidelines.
- 2020-2022** • **Pathways Group of Schools**
Social Media Manager
 - Social Media Branding & Purchase Campaigns. (\$100) • Overview SMM and SEM Campaigns for Lead Gen.(\$21500) • Oversee all SEO Activities and Keywords Performance • Defining organic and paid Social Media KPIs and strategy • Google Analytics and Campaign performance metrics • Marketing research and digital strategy. • Data-driven decision-making on spending and approach.
- 2016-2020** • **Manav Rachna Educational Institutions**
Alumni Coordinator & Executive
 - E-mail and social media marketing • Establishment of Alumni Office & SoP • BTL and Events Activity • Supporting brand marketing through alumni stories and connections • Managing communications for admissions, alumni, and student welfare.

Education

- 2021 - 2022** • **Indira Gandhi National Open University**
Post Graduate Diploma in Marketing
- 2012 - 2016** • **Manav Rachna International University**
Bachelor of Technology
Grade: Distinction

Skills

Marketing Strategy, Product Marketing, Project Management, Marketing Plan, Go to Market Strategy, Lead Generation. Performance Marketing - Social Media Marketing, Meta Platforms (Facebook, Instagram & Whatsapp), LinkedIn, Twitter, Snapchat and Pinterest. Search Engine Marketing (Google Search, Display, Video & YouTube, and Shopping Ads & Microsoft Ads), Social Media Optimization, Search Engine Optimization, Keyword Research, App Store Optimization, Content Marketing.

Certifications

- Meta Certified Digital Marketing Associate
- LinkedIn Marketing Strategy
- Twitter Flight School Badge
- Google Search Ads
- Google Display Ads
- Semrush Digital Marketing
- Hubspot Inbound Marketing
- Google Analytics IQ
- Microsoft Excel by LinkedIn

Contact

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