

# GURDHIR SINGH

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## DIGITAL MARKETING / PERFORMANCE MARKETING SPECIALIST

Experienced Digital Marketer with over 5+ years in the field, specializing in Google Ads, Facebook Ads, LinkedIn Ads, Quora, and Reddit marketing. Proven track record in performance marketing, optimizing campaigns for maximum ROI. Adept in SEO and content strategy, driving organic growth and improving search rankings. Proficient in demand generation, leveraging market research insights to fuel strategies. Skilled in marketing automation, streamlining processes for efficiency. Committed to staying ahead of industry trends, consistently delivering results-driven solutions. Ready to leverage my expertise to enhance your digital marketing initiatives.

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## STRENGTHS AND EXPERTISE

Market Research  
Marketing Automation  
Demand Generation

Google ads  
Facebook ads  
Linked In ads

Google analytics  
Google Tag manager  
Semrush, Ahref

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## PROFESSIONAL EXPERIENCE

**Headspin**

**April 2022 - Present**

**Digital Marketing Specialist**

### Roles and Responsibilities:

- Developing and executing effective marketing strategies to boost brand visibility and drive customer engagement.
- Create comprehensive marketing plans to drive brand awareness, attract new customers, and boost sales through targeted strategies
- Data Management role using HubSpot: Organizing, analyzing, and optimizing data to drive informed decisions and enhance customer interactions.
- Develop and implement strategic keyword optimization for targeted marketing campaigns to enhance brand visibility and drive lead generation.
- Utilize targeted keywords to optimize social media campaigns, increase brand visibility, and drive engagement across various platforms.
- To leverage online platforms and strategies for promoting products, services, or brands, reaching wider audiences, increasing brand visibility, and driving measurable business growth.
- Responsible for analyzing market trends, customer preferences, and inventory levels to create a well-balanced and profitable product mix.
- Creating and executing targeted, engaging campaigns while adhering to ethical guidelines and ensuring compliance with relevant advertising regulations. Additionally, monitoring and optimizing ad performance to achieve desired outcomes and maximize return on investment.
- Developing and executing effective marketing strategies to achieve business growth and brand awareness targets.

**Digital Marketing Specialist**

Roles and Responsibility

- Develop and implement comprehensive digital marketing plans that align with the Company's overall marketing strategy.
- Plan, execute, and optimize paid campaigns across various digital channels such as Google Ads, Facebook Ads, and LinkedIn Ads. Identify target audiences, objectives and desired outcomes of the marketing campaign
- Drive innovations and strategies for high marketing capturing Created customer value social media and Google ads campaigns to engage customers with exciting value propositions.
- Research and analyze potential demand to improve the marketing opportunities.
- Understand elements of marketing to create advertisements, conduct market research, and create sales presentations
- Collaborate with the marketing team on marketing strategy, campaigns, trends, new releases, KPIs, and additional marketing activities as needed
- Analyse and report on campaign performance to identify areas of opportunity for optimisation Carry out analysis of the overall competitive landscape, identifying key markets and trends
- Developing relationships with and working alongside internal or external creative teams, marketing agencies, suppliers, and contractors to promote sales or brand awareness through bespoke marketing campaigns.
- Research industry trends, customer preferences, and competitor activity to provide insights to inform business decisions and identify the distribution channel, vendors & partners to reach the right audience.
- Plan, coordinate, and execute impactful marketing campaigns across multiple channels, leveraging data-driven insights, creative content, and effective messaging to generate leads, increase brand visibility, and achieve measurable ROI.
- Manage social media accounts, create engaging content, and implement effective advertising campaigns to enhance brand visibility, foster audience engagement, and drive website traffic, ultimately increasing conversions and ROI.

**Safe fly Aviation Services Pvt Ltd.**

**May 2018 - Nov 2019**

**Digital Marketing Specialist**

Roles and Responsibility

- Develop and execute comprehensive digital marketing strategies, including SEO
- optimization, social media management, and targeted ad campaigns, to
- Create and implement effective marketing plans, incorporating market research and analysis.
- Identify target audiences, develop messaging strategies, and drive customer acquisition and retention, resulting in increased sales and market share.
- Drive brand awareness, increase website traffic, and maximize online conversions.
- Plan and execute innovative marketing campaigns across multiple channels, leveraging data analytics and market insights
- Manage and oversee social media campaigns across various platforms, create engaging content, monitor analytics, and optimize strategies to enhance brand presence, drive audience engagement, and generate leads through social media channels
- Identify and evaluate emerging market opportunities, conduct thorough market research, and provide strategic recommendations
- Analyze market trends and consumer behavior to develop data-driven marketing objectives and key performance indicators (KPIs), aligning strategies with business goals, and monitoring campaign performance
- Collaborate with cross-functional teams, such as creative, content, and product development, to align marketing strategies with overall brand objectives and ensure consistent messaging

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## **EDUCATION**

**MBA- Marketing ( Perusing)**

Guru Nanak Dev University

**B Tech - EEE**

Kurukshetra University

**Diploma - Electrical Engineering**

State board of technical Education Haryana

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