

Gurvinder Singh

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WORK EXPERIENCE

AAKASH BYJU'S

Sep. 2023 – Dec. 2024

Digital Marketing Executive

Roorkee, Uttarakhand

- Managed and optimized performance campaigns across Google Ads and Facebook Ads campaigns, increasing website traffic by 34% and improving brand awareness.
- Utilized Google Analytics to track website traffic and user behaviour, identifying opportunities that led to a 20% increase in conversion rates.
- Executed email marketing campaigns through Mailchimp, improving email open rates by 30% and enhancing customer engagement.
- Implemented A/B testing for ad creatives and landing pages, increasing ad click-through rates (CTR) by 15%.
- Directed social media marketing using Hootsuite, scheduling posts and tracking performance to enhance audience engagement by 4%.
- Conducted research on 1100+ keywords monthly using Ahrefs and AnswerThePublic to optimize ad targeting and content creation for improved campaign performance.
- Provides new business opportunities for the sales team to achieve company sales targets and improve profitability.

Career Launcher

Jan. 2021 – Sep. 2022

Digital Marketing and Center Executive

Roorkee, Uttarakhand

- Led digital marketing campaigns, including targeted email initiatives and content creation, to enhance brand engagement and a 30% increase in email opening rates.
- Organized and hosted a career seminar, attracting 300+ students through targeted WhatsApp and social media marketing campaigns, contributed to a revenue increased of ₹90 lakhs in FY.
- Delivered 190+ personalized counseling sessions, guiding them on academic and career pathways.
- Integrated marketing strategies with counselling services to optimize outreach and overall campaign effectiveness.

Your Solution

Sep. 2019 – Jun. 2020

Account Auditor

Roorkee, Uttarakhand

- Provided professional accounting services, including income tax preparation and audit
- Contributed to process improvements in accounting workflows to enhance efficiency by 40% and reduce discrepancies in financial reporting, ensuring accurate financial data management.
- Maintained records and supported financial and accounting operations.
- facilitated in the preparation of financial reports to support data-driven decision-making and strategic planning for 10+ firms.

EDUCATION

Hemvati Nandan Bahuguna. Garhwal University (HNBGU)

Roorkee, Uttarakhand

Bachelor of Commerce (7.3 cgpa)

2017 – 2020

CERTIFICATIONS, SKILLS, TECHNOLOGIES, LANGUAGES & INTERESTS

- **Certifications:** Advanced Digital Marketing Specialist - LinkedIn Learning; Google Analytics Certification; SEO Foundation
- **Skills:** Google Analytics; Search Engine Optimization (SEO); Social Media Marketing (SMM); Google Ads; E-Mail Marketing; Performance Marketing; Content Marketing; Data Analysis; Microsoft Office; Leadership; A/B Testing; Python; SQL; Tally ERP 9
- **Technologies:** SEMrush; Ahrefs; Power BI; Tableau; Salesforce
- **Languages:** English; Hindi; Punjabi
- **Interests:** Reading; Singing; Guitar; Gaming; puzzle