



Raj Gorai

Digital Marketing & Sales Strategist

Profile

My primary objective as a Digital Marketing & Sales Strategist is to create vibrant and brilliant visual content in marketing the company's brands and services. I have competent knowledge and dexterity in creating strategies and project roadmap using the latest technology in digital marketing. I am very adept in brand optimization and having good experience in B2B and B2C brand optimization by using latest digital marketing trends and digital brand optimization strategies. I am also very well versed in managing SEO and PPC campaigns, have a solid grasp of web analytics and have a strong understanding of online marketing concepts, procedures, strategies, project road map creation, and practices. I have more than 12 years of experience to manage multiple online projects that include SEO, social media, content delivery, email campaigns, user journey optimization, and web support

Employment History

Digital Marketing & Sales Strategist at CSSHouse Consulting, Mohali

2019 — Present

- Coordinated with team members and ensured successful online and offline B2B marketing campaigns.
- Maintained all competitor activities and key developments in industry.
- Collaborated with external team members for website development and SEO.
- Monitored external agencies involved in email online campaigns and B2B branding activities.
- Evaluated all B2B online marketing initiatives and ensured compliance to all optimal quality standards.
- Performed research and maintained all digital developments for channel managers.
- Update ongoing strategies according to recent trends in the digital space
- Active involvement in Search Engine Optimization (SEO) efforts
- Managing marketplaces such as Etsy, Amazon, Flipkart, Nyka, Myntra, Pepperfry etc
- Marketing analytics: making sure the performance is tracked; measuring and reporting ROI Channel Marketing: Sponsored Products Ads run on Amazon, Etsy, Flipkart

Sr. Digital Marketing Executive at Softprodigy, Mohali

2013 — 2017

-Create Run and Manage Google and Facebook ads Campaigns

Details

Chandigarh

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Skills

Project Management

Marketing Strategy

Digital Marketing

Keyword Research

SEO (On-Page and Off-Page)

Site Audit

Facebook & Google Ads & PPC

Google AdSense

Google Search Console

Social Media Marketing

Hobbies

Learn New Technologies.

Read google updates

- Responsible for auditing 140+ search campaigns in a month - Identify trends & insights using various analytical tools & accordingly optimize the campaign to improve the ROI
- Create and Manage Content for Websites, Blogs, Social Media, conducting Market research, keyword research using various tools
- Create and execute social media strategy, track success metrics, channel planning, creative development, writing social copy, social content calendars, and community management - Optimize campaigns for growth across all priority social platforms to achieve social community KPIs.
- Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

Digital Marketing Executive at Wwics , Mohali

2011 — February 2013

- Running FB Ads & Instagram ads to reach larger audience.
- Handling social media pages & accounts to generate traffic & engagement - Creating videos & speaking with people for collaboration & to raise funds.
- Optimize campaigns for growth across all priority social platforms to achieve social community KPIs. - Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

SEO Executive at Netmagic, Chandigarh

2008 — 2011

Responsible for conducting keyword research using various tools, Performing competitive analysis, Tracking important SEO metrics including Organic traffic, Conversion rates and time spent on page.

Education

Bachelor of Computer Science, Punjab University, Chandigarh

2006 — 2008