



BIKRAM SINGH KATHAIT

Digital Marketing Manager

6 + Years work-ex in multiple industries, various domains & different geographies, has provided me with knowledge of developing & executing successful marketing strategies & processes to build sustainable businesses. I have worked in fast paced & grinding conditions to build marketing teams that have scaled business output multi-fold. I have gained in-depth knowledge of all aspects of marketing.

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Digital Marketing

Marketing Management

Lead Generation

Brand Marketing

YouTube Marketing

Facebook Marketing

ROI Based Marketing

Display Marketing

WORK EXPERIENCE

Organization/Role	Key Responsibilities	Achievements
Digital Marketing Manager Unipro Education. Nov' 16 - Present	<ul style="list-style-type: none"> Strategic planning and implementation of complex SEM strategies to achieve market leadership. Develop best practices for SEM Campaign. Targeting the right Customers by choosing the relevant keywords with the services of the company. Manage marketing operations & analytics, build client/investor pitches, decide marketing budgets and follow up on channel optimization Overall the role includes Communication, Campaign creation, Quality Check, Activation of the campaigns, Optimization of the campaigns. Gap analysis across marketing, analytics, and tech (website) Managing work flow across, marketing, creative team, account Management & tech team. 	<ul style="list-style-type: none"> Successfully managed Digital marketing for 15 + clients I was awarded as employee of the quarter two times.
Business Operations Associate Accenture Pvt. Ltd. Apr' 16 – Nov' 16	<ul style="list-style-type: none"> Monitoring the performance of multiple campaigns on a daily basis and offering latest strategies, reporting, recommendations. Handle YouTube campaigns. YouTube Performance report and recommendation on daily basis. Retargeting, YouTube Ads 	<ul style="list-style-type: none"> Monitoring large budget on YouTube and achieved Csat from Google team.
Sr. SEM Analyst eSign Web Services Pvt. Ltd. Mar' 15 – Apr' 16	<ul style="list-style-type: none"> Strategic planning and implementation of complex SEM strategies to achieve market leadership. Develop best practices for SEM campaigns. Monitoring the performance of multiple campaigns on a daily basis and offering latest strategies, reporting, recommendations, reporting to the clients. Weekly & Monthly Reporting and Analysis of Campaign performance. Analyzed Account performance on daily/weekly/monthly level & ensure Optimize campaign performance. Creating, Implementing, Tracking, Analyzing and Optimizing Paid Search campaigns. Build effective Adword strategies to performed account. 	<ul style="list-style-type: none"> Successfully managed Digital marketing for 19 clients international Clients
SEM Analyst Pensa Media Pvt. Ltd. Sept '12 – Dec '14	<ul style="list-style-type: none"> In Depth Keyword Research, Uploading Thousands of Keywords in Various Accounts. Campaign Structuring, Monitoring & Maintenance. Google Display Network/Content Network. Handle 100 different industry adword Account. Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis. Analyze campaign data to provide campaign optimization and recommendations. 	<ul style="list-style-type: none"> Developed wide-ranging skills in the conception and implementation SEM strategies Awarded by Google for highest MCC-conversion rate.

EDUCATION

Qualification	Year	Institution
B.Com	2005	H.N.B. University Dehradun
Class XII	2002	S.I.C – U.A. Board
Class X	1999	R.R.I.C – U.P. Board

PROJECTS

Clients' Projects (Educational) | Unipro Education

- End to end management of digital campaigns on all channels/platforms for multiple clients based on Revenue Focused Marketing.
- An extended version of my preceding role here.
- Handling paid online media campaigns for most of the premium clients. For generating Brand Awareness, Reach, Leads, Revenue etc.
- Managing Campaign for India and International Location.
- All forms of marketing that are in digital form are my job responsibility.
- Managing marketing budgets, campaigns and optimization across channels.
- Marketing analytics and business performance (ROI related) analytics

TECHNICAL SKILLS & TOOLS

- Google AdWords (Certified)
- Facebook Adverts, Twitter Ads
- Linked-in Ads Platform
- Google Analytics & Facebook Analytics
- Google Tag Manager
- Taboola (Content Marketing Platform)
- SEMRush, Spyfu and more...

PERSONAL DETAILS

- Date of Birth: 7 July, 1984
- Marital Status: Married
- Valid Driver's License and Passport holder
- Address: A - 44, Street No 2, Madhu Vihar Uttam Nagar (West) New Delhi-110059