

DEEPANSHU BISHT

DIGITAL MARKETER | TORONTO | WEB DEVELOPER

ABOUT ME

Hello, I'm Deepanshu, a lifelong learner with a global perspective. Grounded in the hustle of customer service and having navigated corporate corridors, I've honed my expertise, seamlessly blending traditional practices with innovative digital strategies. Beyond the corporate realm, I'm a solopreneur, weaving dreams into reality through ventures that transcend mere stories; they're lessons in resilience and innovation. Currently, I am eagerly seeking opportunities in Canada's digital space, particularly in the realm of marketing, to further contribute my skills and passion for harmonizing tradition with a digital flair.



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[LINKEDIN](#)



[PORTFOLIO](#)

EDUCATION

Post Graduate Certification in Content and Digital Marketing.

2022-2023

- York University
- Toronto, Canada

Bachelors in Technology

2014-2018

- JIMS Engineering Management Technical Campus, Greater Noida
- India

SKILLS

- Search Engine Optimization (SEO): Keyword research, programmatic SEO, On-page and off-page optimization, SEO analytics
- Search Engine Marketing (SEM): Google Ads, PPC campaign management
- Social Media Management: Social media strategy, Content creation and scheduling, Social media analytics
- Content Marketing: Content creation and curation, Blogging and article writing, Content promotion strategies
- Email Marketing: Campaign creation and management, Email automation, A/B testing
- Analytics and Data Analysis: Google Analytics, Data interpretation and reporting, Conversion tracking
- Digital Advertising: Display advertising, Retargeting strategies, Ad campaign optimization
- Web Development and CMS: WordPress, WooCommerce, Shopify
- Social Media Advertising: Facebook Ads Manager, Instagram and Twitter advertising, Ad targeting and optimization
- HubSpot CRM and Canva.
- Wordpress, Web development

PROFESSIONAL WORK EXPERIENCE

Digital Marketing Executive

Delhi, India

Webinfomatrix

2019-2022

Throughout my journey from Trainee to Digital Marketing Executive at Webinfomatrix, I've specialized in supporting business owners, consistently delivering impressive 3-5x Return on Ad Spend (ROAS).

- Led a team of designers, marketers, and analysts in developing comprehensive digital marketing strategies, resulting in a 40% increase in organic traffic within 6 months.
- Developed a data-driven approach to marketing analytics, achieving a 35% increase in marketing ROI.
- Involved in new business pitches, including research, planning, presentation. Media buying and planning, Business & Marketing Strategies.

Web development and SEO

- Led a team in developing a comprehensive digital marketing strategy, resulting in a 40% increase in organic traffic within 6 months.
- Implemented targeted SEO campaigns and Audits, Conducted comprehensive keyword research and analysis resulting in a 25% increase in online leads.
- Managed backlink strategy and outreach, securing 100+ high-quality backlinks per quarter for key clients.
- Collaborated with web developers to implement SEO best practices, resulting in a 20% decrease in bounce rates.
- Reduced cost-per-click by 30% through ad copy optimization and managed product listing ads, leading to a 25% increase in revenue.
- Develop professional websites for clients including payment gateway, online events, booking, directories and woo-commerce etc.

Social Media Marketing

- Collaborated with the content team to produce engaging content, increasing social media engagement by 50% year-over-year.
- Created and managed Facebook posts and ads, reaching a 43% average monthly increase in engagement.
- Developed and executed 2-3 marketing strategies and campaigns each quarter, focusing on social media channels.
- Conducted A/B testing on over 100 ad creatives, identifying top performers that led to a 25% increase in engagement.
- Implemented advanced targeting and retargeting strategies that reduced CPA by 20%. while increasing conversion rates by 15%

CERTIFICATES

- LinkedIn
 - Certified Marketing Insider
 - LinkedIn Content and Creative Design
 - LinkedIn Marketing Fundamentals
 - LinkedIn Marketing Strategy
- Google
 - Shopping ads Certification
 - Google My Business
 - Analytics Academy
 - The Fundamentals of Digital Marketing
- HubSpot
 - Digital Advertising Certified
 - HubSpot Marketing Software Certified
- Hootsuite
 - Hootsuite Platform Certification
 - Social Media Marketing Certification
- Udemy
 - SEO Strategy 2021. SEO training to TOP rank your website!
 - Introduction into Facebook Marketing & Facebook Advertising
 - How to sell on Instagram: marketing for online sales via DM
 - Etsy Shop SetUp, SEO & Ads Beginner To Advanced 2021
- UpGrad
 - Fundamentals Of Marketing
 - Basics Of Search Engine Optimization

STRENGTHS

- **Omni-Channel Marketing Expertise:** Skilled in developing marketing plans that blend traditional and modern methods seamlessly. Capable of reaching diverse audiences across various platforms effectively.
- **Idea Generation:** Strong ability to brainstorm and develop creative yet practical strategies to overcome marketing challenges and leverage new opportunities.
- **Growth Mindset:** Committed to continuous improvement, always seeking new ways to learn and grow personally and professionally to drive business success.
- **Life Long Learner:** Committed to continuous learning and staying abreast of the latest digital and communication trends.

Digital Marketer and Web Development

Delhi, India

HutBasket.com · Self-employed

- It is a work piece of my soloprenuership and my affination to creative and analytical marketing.
- Launched HutBasket.com with 1000 monthly visitors in 3 months, doubling traffic quarterly.
- Grew Instagram following organically to 2000 followers and expanded organic reach to 100,000 accounts.
- Improved conversion rates by 15% in 6 months, boosting sales and revenue.
- Acquired 500 email subscribers in the first quarter with a 10% conversion rate.
- Increased brand recognition by 30% and website referrals by 50%.
- Tracked KPIs using tools like Google Analytics, enabling data-driven decision-making.

Sales Marketing Positions (Internship)

New Delhi, India
2019

India Sotheby's International Realty

- As an intern at Sotheby's International Realty, I contributed to real estate online marketing initiatives. Assisted in developing and executing digital marketing strategies to promote property listings, enhancing online presence and engagement. Collaborated with the team to create compelling content, manage social media campaigns, and analyze marketing performance to optimize reach and impact within the real estate market.
- led to a 20% increase in lead generation within 2 months.
- Managed social media handles, achieving a 50% increase in engagement and a 25% boost in conversion rates.
- Conducted A/B testing on email marketing campaigns, optimizing open rates by 20% and click-through rates by 15%.

Customer Service Jobs

Toronto, Canada
2022-2023

Starbucks Barista

Customer Service, Coffee Preparation, Cleanliness and Organization, Team Collaboration, Product Knowledge, Upselling and Cross-Selling, Adherence to Company Policies.

Operation Assistant at Zara Canada

Market Analysis, Business Planning, Merchandising Strategy, Sales Optimization, Inventory Management, Promotions, Competitive Analysis, Store Performance Analysis.

Portfolio Website

I am proud to introduce my portfolio website, www.mrbisht.ca, meticulously crafted to showcase my extensive digital marketing experience and qualifications. Serving as a digital hub of my professional journey, this platform offers a comprehensive overview of my skills, certifications, and forthcoming blog content. With a focus on delivering valuable insights and best practices, my website reflects my commitment to excellence and continuous growth in the dynamic field of digital marketing. By regularly updating blogs, I aim to share my knowledge and insights, fostering a community of learning and collaboration for those seeking to expand their digital marketing expertise. These blogs are tailored to assist businesses in Toronto, empowering them to thrive in today's competitive market landscape.

Link - www.mrbisht.ca