

Vaneet Kumar Jaiswal

E-mail & Paid Media Expert

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SUMMARY

Dynamic professional with over two years of expertise in Email Marketing, Paid Social Media, and Google Ads. Instrumental in achieving remarkable results, including a 30% increase in click-through rates and a 25% boost in conversion rates within a year through targeted email campaigns. Leveraged paid social media strategies to achieve a **20% decrease** in cost per acquisition (CPA) and a **35% increase** in ROI over a six-month period. Managed Google Ads campaigns resulting in a 40% increase in website traffic and a **30% rise** in lead generation in just three months. Additionally, effectively managed customer success initiatives, leading to a **20%** improvement in customer satisfaction and a **15%** increase in retention rates. Passionate about delivering measurable outcomes by combining strategic planning, data analysis, and continuous optimization techniques.

KEY SKILLS

- Marketing Strategy Development & Implementation • Process Optimization • Market Research • Strategic Marketing
 - Advertising • Social Media Campaign • Brand Presence Expansion • SEO & Keyword Optimization • Content Writing
 - Content Strategy • Digital Marketing • Brand Visibility • SEM • Product Promotion • User Engagement
- Team Leadership • Email Marketing • Organic Search • PPC Campaign and GTM Management • Report Generation • Agile Development • Product Management • Agile and Scrum

TECHNICAL SKILLS

- Facebook Ads • HubSpot • Google Ads • Hootsuite • Google Analytics • Unmetric • WooRank

EDUCATION

Certification in Software Product Management

University of Alberta [May '24 - Sep '24]

- Course Modules:
 - Fundamentals of Software Product Management | Software Processes and Agile Practices
 - Client Needs and Software Requirements | Agile Planning for Software Product
 - Reviews and Metrics for Software Product Improvement

PG Certification in Digital Marketing and Communications

MICA & upGrad [May '21 - Jun '22]

- Course Modules:
 - Fundamentals of Marketing | Digital Marketing Metrics and Channels | Designing and Building Web Presence
 - Social Media Marketing | Search Engine Optimisation (SEO) | Web Analytics | Defining a Robust Digital Marketing Strategy
 - Content Marketing Specialisation | Marketing Data Identification and Collection | Marketing Communications

Bachelor of Science

Panjab University [Jun '13 - Jul '16]

Ludhiana, IN

KEY MARKETING PROJECTS

- Objective:** Enhance website traffic and conversions through optimized email marketing and paid social media campaigns in 3 months. |
- LN Webworks Pvt Ltd**
- **Solution:** Streamline SEM channels, implement PPC campaigns & **boost traffic** by 500%
 - **Achievements:**
 - **100% increase** in website traffic within the first month.

- Successfully executed email marketing campaigns to on-board **300+ new users** in 2 months & reduce drop-off rates by **23%**
- Achieved the lowest CPC across the industry valued at INR **15 per click**

Objective: Boost brand visibility and lead generation via email marketing and paid social media campaigns in 6 months. | **Focus Flooring Canada**

- **Solution:** Streamline SEM channels, implement PPC campaigns & **boost traffic** by 500%
- **Achievements:**
 - **75% increase** in brand visibility.
 - **200+ high-quality** leads generated.
 - Doubled website conversions through **optimised strategies**.

PROFESSIONAL EXPERIENCE

Campaign and Paid Media Manager

LN Webworks Pvt Ltd [Mar '23 - Present]

Ludhiana, IN

Ludhiana leading software development company with expertise in Drupal Development

Strategic Branding & Plan Development

- **Operated research** to upgrade strategic branding initiatives while developing a marketing plan for Google search & social media
- **Headed** market research to identify branding opportunities and **track media coverage**
- **Full funnel** digital marketing branding plan

Advertising & Social Media Campaigning

- Rendered assistance to the Advertising and **Public Relations teams** to create **10+** advertising **campaigns**
- Upgraded and maintained all **internal communication systems** while promoting brand image on **social media platforms**
- **Directed** automated workflows and launched Facebook Ads and Google Ads campaigns.

Paid Media Manager

Technocrats Horizons Compusoft Pvt Ltd [Mar '22 - Mar '23]

Ludhiana, IN

Strategic Branding & Marketing Strategy

In my role as a Paid Social and Google Ads expert, I led the enhancement of strategic branding initiatives and the development of marketing plans for Google search and social media platforms.

- **Supervised** market research to identify branding opportunities and **track media coverage**
- **Full funnel** digital marketing ads plan implemented

Advertising & Social Media Campaigning

- **Performed** highly targeted Google Ads and Facebook Ads campaigns, driving exponential growth in brand visibility and customer engagement.
- **40%** improvement in click-through rates and a **35%** increase in conversion rates
- **25%** rise in customer engagement across all channels.

ADDITIONAL INFORMATION

- **Languages:** English (fluent) and Hindi (Fluent)