

*"It is rare to find a digital marketer with a sound business understanding."*

– Arun Rao | Co-founder of FocusU

## Professional Summary

- Performance-oriented and result-driven Digital Marketer with over seven years of experience in both B2B and B2C space.
- International experience & expertise - Canada, US, India, Mauritius, France, Australia.
- Digital transformation specialist, of organizational transitions, rebranding and refocusing.

## Most Recent Project

Built an online strategy for North America's largest Telescopic ladder manufacturer to launch its B2C business.

- **Shopify** - Monthly revenue grew by 150% after online store redesign. - Shopify
- **Google Shopping Ads** - A 571% increase in revenue during Dec-2020 campaign compared to Dec-2019 campaign.

## Work Experience

FocusU Engage – 2015 to Present

FocusU is a multi-national L&D company having 619+ clients across the globe.

### Digital Marketing Manager

Responsible for end-to-end Strategy Making, Execution of Online (Digital Marketing – Website Designing, Development, Maintenance, Google AdWords, Email Marketing, Social Media Marketing) & Offline Marketing.

- **Website** - Responsible for revamping the organization's website (built on WordPress), resulting in website traffic increased by 2x - Google Analytics. The number of inquiries went up by 3x, and revenue grew by 2x within three months.
- **Awards** - Won Wizard-of-OZ award two times for taking complete ownership of the domain.
- **SEO** - Optimized Website for Search Engine, resulting in a ~2x increase in organic page views within three months - Google Analytics
- **Google AdWords** - Responsible for creating Google AdWords Ads & designing landing pages, resulting in a 62% decrease in cost per conversion. A 712% increase in the number of conversions by increasing the budget by 182% within three months.
- **Clients** - 458% increase in the number of clients in five years acquired through online sources.
- **Marketing Automation** - Deployed HubSpot for marketing automation and created lead management workflows from scratch for the Client Advisory team to ensure the customer conversion cycle's smooth functioning in a time-effective manner.

- **Knowledgebase** - Responsible for planning and implementation of an internal platform called Vault. A key resource that has helped the organization to scale at an accelerated pace across the globe.
- **G-Suit** - Migrated the organization's data to the cloud & integrated it with Google Workspace enabling employees to work remotely.
- **Digitization** – Responsible for reducing the IT expenses up to 80% by introducing the latest technology yet providing a seamless experience.
- **Tools Integration** - Integrated HubSpot & Basecamp, depreciated the old-fashioned practices, created an autonomous system for a free flow of information and better accessibility of data.
- Responsible for managing all technical and marketing-related aspects of the website, both domestic and internationally.
- Responsible for planning and execution of the digital aspect during organizational name transition and rebranding.
- Responsible for planning & implementing technical aspects when the business model changed from delivering the physical workshops to virtual.

Appin Technology Lab – 2013 to 2015

### Digital Marketing Assistant Manager

Responsible for building the online presence & reputation of the organization from its inception through Website Designing & Development (Static-Dynamic) as per client's requirement, S.E.O (On-Page & Off-Page), Creating & Maintaining Social Media Accounts, Online Advertising, Social Media Marketing & Monitoring, Designing of Learning Page, Generating Leads, PPC, Google AdWords, Increasing Users Engagement & Brand Awareness.

- Responsible for managing the online presence of 3 US-based Montessori Schools. Within a year, their website traffic was up by 4x & revenue by 3x.
- Redesigned an e-magazine website for a better user experience. Resulting in website traffic went up by 170%. Created workflows to convert leads into paid subscribers & generate revenue.
- Designed & developed an e-commerce website following increasing its online presence & revenue generation.
- Worked with multiple clients across different industries. Such as E-Commerce, Pharmaceutical, Educational Institutions & Politicians.

*"He is great at understanding and defining the problem, identifying ways to simplify and address the same and execute it in the easiest possible way."*

– Dyti Dawn | Head of Learning Design at FocusU

### Additional Experience

- Run two blog series - One called "[Techie Tuesday](#)"(where I collate news from various sources and crunch them into ~5 minutes visual digestive read), and the second is "[Crypto Digest](#)"(digestive read of the development in blockchain space).
- Managed the online promotion of the film "Chauthi Koot" which won five international awards. That included building website, running Facebook Ads & organizing press conferences.
- Director, CSI's Board(Conestoga Student Inc.). Responsibility includes overseeing the health of the organization, building long-term strategies & making data-oriented decisions.

*"Simply put, you can count on Prabhjot to get it done. Whatever "it" is, he will find a way to do it, and likely an even better way than you could have imagined on your own."*

– Maressa McCall | L&D Professional

## Technical Skills

- **CMS/Website Builder** – WordPress, Shopify
- **Designing Tools** – Photoshop, Illustration
- **Video Editing Tools** – Camtasia Studio, Lumen5, Filmora
- **Analytical Tools** – Google Analytics, Google Search Console, Google Tag Manager (GTM)
- **Advertising Platforms** – Google AdWords (PPC), Facebook Advertising
- **Ad Network** – Google AdSense
- **Content Optimization** – SEO (On-page, Off-page), Content Planning
- **Automation Tools** – HubSpot, Zapier
- **CRM** – HubSpot, Zoho
- **Email Marketing** – Mail Chimp, HubSpot
- **Cloud Platform** – Google Apps for Work, Office 365
- **Project Management Tools** – Asana, Basecamp
- **Programming Languages** – PHP, SQL, HTML, CSS
- **BI & Data Visualization** – Google Data Studio, Power BI

## Professional Certifications

- Digital Garage - Online Marketing Fundamentals from Google
- Hubspot Inbound Marketing
- Google Analytics, Google Tag Manager, Optimizing AdSense, and Google Mobile Site Certified
- Diploma in IT Security & Ethical Hacking from Appin Technology lab

## Educational Qualifications

- PG Diploma in IT-Business Analysis from Conestoga, Kitchener, ON.
- Bachelor's in Computer Science from SUSCET, Chandigarh, India.

References – Available on request.