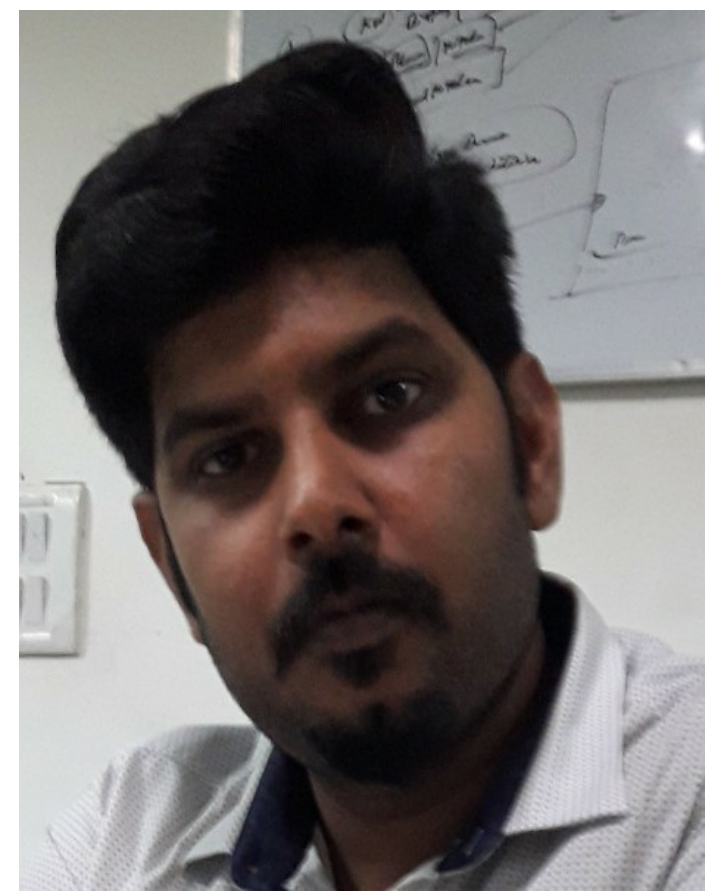




# Rahul Kumar Swami

Digital Marketing Specialist



## Summary

- Managed the agency's largest digital media account. Defined client requirements and project parameters and led team members in the development and delivery of campaign strategy and digital collateral. Worked on campaigns from start to finish, digital media recommendation, implementation, execution, optimization, analytics, reporting, and financial reconciliation.
- Planned and executed brand awareness and Performance Campaigns
- Developed strategies and hypotheses for digital media plans
- Managed campaigns with Rs. 50Lacs+ Per Monthly budgets, maximizing the return for Client's media spend
- Organized and developed processes for the Media Team, templates, best practices, and QA docs
- Worked on Analytics to gather and analyze reporting of each campaign

Key Clients : Jindal Stainless Limited, Intex Technologies, Danone India, Yakult India, Kings College India, British Telecom India and AMEA, Fortis Escorts, Kazo Fashion, Audi Delhi West etc..



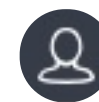
## Experience

2018-03 - present

- Business Head**  
Digicots Interactive Pvt. Ltd.
  - Leading a strategic role for Digital Marketing (SEO, SMM, PPC), Digital Media Planning and buying and Influencer Marketing
  - Planning and drafting proposals and media plans for various clients. And monitoring the execution of the same.
  - Worked with clients like Livepure to promote their branding campaign on social media and getting views on YouTube. Helped them to generate 6 lacs views in one day on 10 minute video. And helped them to make #WaterAmbassador trend on twitter with help of influencer marketing for 5 hours and achieved planed impressions of 40Million+.
  - Drafted Media plan for B2B Company to generate leads online.
  - Planned performance campaign for SafeDrink.in

2012-07 - 2018-02

- Business Head**  
Red Cube Digital Media Pvt. Ltd.
  - Leading a strategic role for Online Brand building, Digital Media Planning and buying, Performance campaigns, Programmatic Media, Content Marketing, App Promotion, Inbound Marketing and Marketing Automation.
  - Evaluating & deciding on various tools available in Digital ecosystem to understand the user behaviour, effective tracking of campaigns.
  - Strategizing, Planning and Monitoring digital marketing activities like SEO, SMM, Social Listening/Conversation, Email Marketing, ORM, Online Video Promotion, App Promotion, Affiliate Marketing, Lead Generation/Supporting Online Sales.
  - Execution of Digital campaigns – solely managing campaigns of a significant budget which involves media buying. Working on analytics and



## Personal Info

### Address

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### Phone

9582792638

### E-mail

rahul.swami85@gmail.com

### Date of birth

1985-12-10

### LinkedIn

<https://www.linkedin.com/in/rahulswami85/>

### Twitter

[https://twitter.com/swami85\\_rahul](https://twitter.com/swami85_rahul)



## Skills

Digital Marketing



More than 5 year of experience

Digital Media Planning and Execution



Planned and Managed more than 100 campaigns.

Twitter Adwords



Executed trend and other 20+ Campaigns.

Google Adwords



Certified and Executed more than 50 Campaigns

Facebook Adwords



Executed more than 50 Campaigns

monitoring and analysing the traffic behaviour.

- Participated in agency strategic partnership with Google, Bing, Flipkart and HubSpot.
- Closely working with internal teams like Designer, Developer and Content Writers.
- Helping Brands like Danone, JSL, BT India, Intex, Yakult to plan and implement digital marketing strategies in India.
- Helping US based Ecommerce Brands like Green Hill Tea, Snipers Edge, National Microscope and HVAC PW to boost their online sales with effective digital marketing campaigns.
- Have experience of Managing B2B and B2C campaigns for India, US, UK, Europe, Asia, South Africa and Middle East.

#### Key Projects Executed

- Monitoring, Managing and Execution of Digital Marketing Campaign for Jindal Stainless Ltd. One of the campaign #CareForMilk has been awarded Best Engagement through Digital Marketing Award by DOD 2017.
- Planning, monitoring and Managing Digital Marketing activities ( Media Buying and Planning, SMM, SEM, SEO, Web Maintenance, Product Launch Planning and Execution on Digital Media, Social Ads(Facebook, YouTube, Twitter, G+), for one of the Smart Phone Manufacture Intex Technologies from last 4 years. And Intex has been awarded by 10 well known organizers like CMO Asia, exchange4media etc.
- Managing Digital Media planning and buying for brands like Yakult India, Kings College India, Fortis La Famme, Danone India and BT India. And achieving their Branding and Performance based objectives.
- Leading Inbound Marketing tool (HubSpot) Implementation and promotion for the agency.
- Monitoring, Managing and Execution of Digital Campaign for Maruti Suzuki 'Suraj the Rising Star' (TV Show on Colors)
- Search Engine Optimization Strategies for International Market for brands like Fortis Escorts, GodfreyPhillips International.
- Managing and Execution of SMM, SEM, SEO, Web Maintenance, Product Launch Planning and Execution on Digital Media, Social Ads(Facebook, YouTube, Twitter, G+), for.Yakult India

2011-04 -  
2012-06

### ● **Sr. Relationship Manager**

Networth Stock Broking Ltd.

Business Development, Client Servicing and Advisory

Educate clients to move on to self trade on line.

Acquire new clients through references and other sources

Know market sentiment via research, valuation and data analysis

Monitor BSE/NSE and other international market performance

2010-05 -  
2011-03

### ● **Sr. Relationship Manager**

Religare Securities Ltd

Business Development, Client Servicing and Advisory

Educate clients to move on to self trade on line.

Acquire new clients through references and other sources

Know market sentiment via research, valuation and data analysis

Monitor BSE/NSE and other international market performance

2007-09 -  
2008-04

### ● **Software Developer**

Xtreme Compusoft Pvt. Ltd

LinkedIn Adwords



Executed more than 20 Campaigns

Programmatic Media



Worked on more than 5 Platforms.

Content Marketing



Worked More than 3 Platforms

Google Analytics



Worked more than 50 Accounts

Adobe Analytics



Worked for 2 accounts

Brand Watch, One Direct



Worked for Social Monitoring and  
ORM for Intex

ComScore



Used for a US Client

HootSuite / Sprout social / Simply  
Measued



Managed more than 10 accounts

Alexa and Simillaweb



Using daily for planning digital media  
campaigns.

Developing .NET Desktop Application in C#

Planned System Architect and Database for systems like Payroll, Document Manager, Jeweller's CRM, Second Hand Car Sales

Web Development in ASP.NET ( Websites, College/ School Management, Job Portal).



## Education

2008-04 -  
2010-03

- **International Management Institute, Belgium (or IIPM)**

- Two year Full Time Post graduate program in Planning & Entrepreneurship in Marketing as Finance.
- Also leading to MBA degree from the International Management Institute, Belgium (with IIPM)

2004-04 -  
2007-03

- **Bachelor of Engineering (Computer Engineering) from Rajasthan University**