



DEEPAM JAIN

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Dynamic Digital Marketing Specialist with over 5 years of expertise in driving growth through Google Ads, Meta advertising, SEO, and social media strategies. Successfully scaled YouTube channels to achieve Gold Button milestone and managed comprehensive digital campaigns for diverse clients across industries. Passionate about blending creative storytelling with data insights to build meaningful brand connections and deliver measurable results. Skilled in WordPress development, video content production, and AI-powered marketing automation.

Open to Opportunities in: Gurugram • Delhi • Noida • Meerut

PROFESSIONAL EXPERIENCE

Marketing Specialist | **Echoassistance**

Dec 2025 – Present • Remote

- Spearhead B2B marketing initiatives for customer support, technical support, and healthcare RCM solutions
- Design and execute multi-channel campaigns that attract qualified leads and strengthen client relationships
- Collaborate with cross-functional teams to optimize digital presence and enhance service visibility

Digital Marketing Manager | **Kalash Group**

Mar 2024 – Present • Jaipur

- Orchestrate comprehensive digital strategies across Facebook, Instagram, LinkedIn, and Twitter to amplify brand awareness
- Build and optimize high-performance WordPress websites with focus on user experience and search engine visibility
- Launch targeted Google Ads and Facebook Ads campaigns that consistently deliver strong return on investment
- Streamline marketing operations through Google Forms and Excel automation, improving team efficiency
- Provide technical support and contribute to talent acquisition efforts through strategic online recruitment

Digital Marketing Executive | **Jinsharnam Media**

Oct 2022 – Mar 2024 • Delhi

- Grew multiple YouTube channels from Silver to Gold Button status through strategic content optimization and audience engagement
- Developed compelling social media content across Facebook, Instagram, and Pinterest that drove follower growth and interaction
- Enhanced local business visibility through LinkedIn company page management and Google My Business optimization
- Partnered with creative teams to produce high-quality video content and execute data-driven marketing strategies

Google Ads Specialist | Kaptus Marketing Pvt. Ltd.

Jul 2021 – Sep 2023 • India

- Managed performance marketing campaigns for premium clients including BizGurukul and Space for One & Two
- Implemented advanced targeting, A/B testing, and retargeting strategies to maximize campaign effectiveness
- Delivered consistent lead generation growth through strategic bid management and creative optimization

Digital Marketing Executive | Satyavrata Foundation

Jul 2020 – Jun 2021 • India

- Executed comprehensive digital marketing strategy including Google Ads, social media, and WordPress management
- Created impactful PPC campaigns with call extensions and display ads to generate quality leads
- Maintained engaging social media presence to build community trust and brand recognition
- Optimized website performance and user experience through regular WordPress updates and SEO enhancements

Additional Experience & Achievements:

- Successfully created and marketed digital product bundles, generating revenue through online sales channels
- Led registration campaigns across Uttar Pradesh, Haryana, and Delhi for Arham Pathshala educational initiative

CORE SKILLS & TECHNOLOGIES

Digital Advertising & Analytics

Google Ads (Search, Display, PPC)	Meta Ads (Facebook/Instagram)	Campaign Optimization
Lead Generation Strategy	Google Analytics & Tag Manager	Conversion Rate Optimization

Content & Social Media

Social Media Strategy	YouTube Growth & SEO	Content Creation & Planning
Video Production (Filmora)	Community Management	Influencer Collaboration

Web & Design

WordPress Development	SEO & On-Page Optimization	Canva Pro Design
CorelDRAW	Adobe Photoshop	Landing Page Creation

AI-Powered Marketing Tools

ChatGPT (Content & Strategy)	Claude AI (Advanced Analysis)	Gemini (Google AI)
Perplexity AI (Research)	Copy.ai (Marketing Copy)	Jasper AI (Content Generation)
MidJourney (Visual Content)	DALL-E (Image Creation)	Notion AI (Productivity)
Grammarly AI (Content Polish)	SurferSEO (SEO Writing)	Canva AI Features

Marketing Automation & Tools

Meta Business Suite	Google My Business	Buffer (Scheduling)
YouTube Studio Analytics	Mailchimp & Sendinblue	Excel (Advanced Analytics)
Pabbly Automation	WhatsApp Business API	CRM Integration

PORTFOLIO & KEY PROJECTS

Active Digital Properties:

digideepam.com (Personal Portfolio) • echoeassistance.com • merajinshasan.com • yashvitrust.com

YouTube Channel Success Stories:

Jinsharnam Media (Silver to Gold Button Achievement) • Jainism Thinker • Mera Jinshashan • Sanjay Shastri Jewar (Live Events)

Social Media Brand Management:

@jainismthinker • @abhya • @jinsharnam_media • @satyavratafoundation • @aakriticables • @edutainment_plus

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Sanskrit & Classical Indian Languages

Maharaja College (JRRSU), Jaipur • 2017 – 2020

Senior Secondary (12th) – Arts/Sanskrit

Shree Digamber Jain Sanskrit Mahavidyalaya, Jaipur • 2017 • 56.33%

Secondary (10th)

S.S.N. Inter College, Khatauli (UP Board) • 2015 • 70%

Professional Certifications:

Digital Marketing Specialization

Digiperform • 2019 – 2020

Comprehensive training in SEO, Social Media Marketing, Google Ads, and Meta Advertising strategies

Master Diploma in Computer & Hardware Management

CR-Tech • 2014 – 2015 • MS Office, Tally ERP 9, CorelDRAW, Photoshop, HTML/CSS

AWARDS & RECOGNITION

- Travel Coordinator – 50th Swarn Jayanti Mahotsav (स्वर्ण जयंती महोत्सव - यातायात व्यवस्था)
- Campaign Lead – Arham Pathshala Registration Drive across UP, Haryana & Delhi (अर्हम पाठशाला - प्रचार एवं रजिस्ट्रेशन अभियान)
- IT Team Member & Calling Team Head – Jain E-Shivir
- Event Planning & Management – Drongiri, Sonagiri and Sammed Sikhar Ji by Pt. Todarmal Smarak Trust

LANGUAGES

Hindi (Native) • English (Professional) • Sanskrit (Proficient)

PERSONAL INFORMATION

Date of Birth: 19th March 1999

Father's Name: Shree Madan Jain

Nationality: Indian

Declaration

I hereby declare that all the information provided above is accurate and complete to the best of my knowledge.

(Deepam Jain)