



Gurpreet Singh

360 Digital Marketer

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✉️ gurpreetnarota@gmail.com

📍 #205, St 12A, Al Hamriya, Dubai, UAE

Skills

- Social Media Advertising
- Google & Bing Ads
- Email & WhatsApp Marketing
- Reddit, Taboola, Programmatic Ads
- Worked on DSP
- Social Media Strategy & Management
- Remarketing
- Content Creation & Copywriting
- Analytics & Performance Tracking
- A/B Testing for Ads
- Trend Analysis & Market Research

Tools

- **Research:** SEM Rush, MOZ many others
- **Analytics:** GA, GTM, Search Console
- **Visual Analytics:** Microsoft Clarity & Hotjar
- **Email Marketing:** Mailchimp & Brevo, Sendgrid
- **WhatsApp API:** Ghupshup, DoubleTick
- **CRM:** Bitrix, Odoo, Aiems
- **Creativity:** Canva, Veed, Elevenlabs & many others
- **Web:** Wordpress, Wix, Tilda, Unbounce, Leadpages
- **Reports:** Google Sheets & Microsoft Excel

About Me

With over 13 years of hands-on experience, I specialize in building and managing high-impact digital marketing strategies across multiple channels. My focus is always on performance, ROI, and creating real, measurable growth for businesses of all sizes.

I bring deep expertise in:

- Google Ads & Microsoft Ads – From search to display and remarketing
- Social Media Marketing – Facebook, Instagram, LinkedIn, Twitter & more
- Programmatic Advertising & Media Buying – Data-led targeting for scale
- WhatsApp, SMS & Email Marketing – Direct response campaigns that convert •
- Funnel Creation & Optimization – Guiding users from awareness to purchase
- Native Advertising – Blending content with smart placements for engagement

I also offer strong support skills in:

- CRM Management – From setup to segmentation and automation
- WordPress – Basic to intermediate site updates and landing pages
- Microsoft Office & Canva – Clean reporting and eye-catching creatives

I'm passionate about results and love partnering with clients who are ready to grow. Whether you're looking to launch your first campaign or scale an existing one, I bring the experience, tools, and strategy to help you succeed.



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Experience

DIGITAL MARKETING MANAGER

February 2023 To March 2025

Hogar Properties, Dubai, UAE

- Led a 6-member digital team (designer, videographer, social media, lead management) to deliver full-funnel marketing operations for a luxury real estate brokerage.
- Planned and executed multi-channel lead generation campaigns across Google Ads, Meta, TikTok, LinkedIn, WhatsApp API, and email marketing.
- Designed and optimised landing pages and funnels to increase appointment bookings and reduce CPL.
- Implemented lead assignment and follow-up workflows, improving sales team response and conversion rates.

SOCIAL MEDIA MANAGER

February 2022 To February 2023

CJC Commercial Broker, Dubai, UAE

- Managed organic and paid social media strategy for a forex trading company.
- Produced and published content (static + video) across multiple platforms to drive community engagement.
- Launched targeted paid campaigns to grow brand presence and attract potential clients.

GOOGLE ADS SPECIALIST

August 2021 To January 2022

Muvi Entertainment Pvt. Ltd, Remote

- Ran Google Search Ads to acquire free trial users for an OTT platform.
- Optimised keyword targeting, ad copy, and conversion tracking to improve trial sign-ups.
- Supported remarketing efforts to re-engage interested users.

MANAGER DIGITAL MARKETER

October 2018 To August 2021

Vera Developers Pvt. Ltd, Chandigarh, India

- Ran Google Search Ads to acquire free trial users for an OTT platform.
- Optimised keyword targeting, ad copy, and conversion tracking to improve trial sign-ups.
- Supported remarketing efforts to re-engage interested users.

TEAM LEADER, DIGITAL MARKETER

September 2017 To October 2018

Bridging Healthcare Technologies, Chandigarh, India

- Led a 5-member team (graphics, content, SEO) for a product-based healthcare platform providing patient financing solutions.
- Ran Google Search Ads to generate leads and drive free trial registrations.
- Managed ad spends exceeding \$100,000 USD, optimising campaigns for cost efficiency and lead quality.
- Built and monitored SEO + content strategies to complement paid acquisition.



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SENIOR DIGITAL MARKETING EXECUTIVE

July 2012 To September 2017

Octopus Tech Solutions, Chandigarh, India

- Began as a Junior SEO Analyst; promoted to Senior Digital Marketing role by delivering strong results in organic growth.
- Expanded into paid advertising and social media management for multiple client projects.
- Delivered end-to-end campaigns for clients including FairAutoRepairs.com, Trustytrails.com, Goodstorage.com, among others.
- Improved search rankings, traffic, and lead volumes through combined SEO + paid strategy.

Education

INFORMATION TECHNOLOGIES

Lala Laj Pat Rai Memorial Polytechnic Collage, Ajitwal, Moga, Punjab

PSBTE (PB.) India 2012

12TH STANDARD

Dev Samaj Sen. Sec. School, Moga, Punjab, India

PSEB (PB.) India 2009

10TH STANDARD

Dev Samaj Sen. Sec. School, Moga, Punjab, India

PSEB (PB.) India 2007

Personal Information

- **Language Knows:** Punjabi, English
- **Driving License:** Yes
- **Visa Status:** Own Visa
- **Nationalty:** Indian
- **DOB:** 6 June 1991