



## ABOUT PROFILE

Results-driven digital growth marketing specialist with over **5 years of experience** in creating and executing data-driven marketing strategies across multiple channels. **SEO, SEM, SMM, Google, and Meta Ads.** Drive brand awareness and **lead generation** through digital channels. Develop, implement, and manage **marketing campaigns** promoting the organization's products and services.

## EXPERIENCE



### Digital Marketing Executive

**Farepayer Travel** is a B2C travel agency like Make My Trip that deals in tour packages, hotels, & flights.  
*April 2023 - August 2024*

- Increased organic search traffic by 40% within 4 months through comprehensive SEO strategies.
- Lead generation Increased by 35% through Paid Ads at low cost.
- Developed and executed a creative social media strategy that boosted engagement by 59% and grew follower base by 37% over 11 months.
- Responsible for managing and optimizing Google and Meta Ads campaigns. Monitoring ad copy, keywords, bids, and other elements of paid ads.
- Develop optimization strategies that increase the company's search engine rankings through SEO.
- Design and develop landing web pages on WordPress.
- Promote the company's products and services through Social Media and interact with the clients.



### Digital Marketing Executive

**Fiber91** is an ISP that deals with Internet operators in India and Internet users.  
*Jan 2022 to April 2023*

- Implemented data-driven growth marketing campaigns that resulted in a 26% increase.
- Create, edit, publish, and share daily content (original text, images, and video) that built engaging connections on Social Media and gained 4.5k organic followers across the platform.
- Managing and optimizing Meta Ads campaigns for lead generation.
- Develop optimization strategies that increase the company's search engine rankings through SEO.



### Digital Marketing Executive

**Shaensha Travel** is a B2B & B2C travel agency that deals in tour packages, hotels, and flights.  
*Feb 2020 to Jan 2022*

- Build, plan, and implement the overall digital marketing strategy.
- Promote the company's services through Social Media and interact with customers and clients.
- Lead generation Increased by 15% through an organic marketing strategy.
- Develop optimization strategies for WhatsApp & Mail Marketing for leads generation.

## In-depth experience in Tools



## Rajasthan 4n5d Tour

## SEO Ranking Keyword

## Amsterdam to Paris 6n7d tour

Ranking on 1st Page

Ranking on 1st Page

allindiatourandtravel.com  
https://allindiatourandtravel.com › tour-detail › rajastha...  
**Rajasthan 4N/5D Tour Package**  
Itinerary: Rajasthan 4N/5D Tour Package · Duration: 4 Nights 5 Days · Countries: (1) India · Starting Point: · Ending Point: · Tour By: Cab.

Holidays Farepayer  
https://holidays.farepayer.com › royal-rajasthan-4n-5d-...  
**Rajasthan Tour Package 4N/5D ₹17750**  
Tour Highlights · Day -1: JAIPUR ARRIVAL · The Rajasthan tour will put you at ease from the very beginning, from the moment you set foot in the capital city of ...

Holidays Farepayer  
https://holidays.farepayer.com › amsterdam-paris-tour-...  
**Amsterdam & Paris Tour Package 6N/7D -**  
Book Amsterdam to Paris 6Night 7Days tour package with Flight, Hotel, Transfer & meal. Book the Europe tour from Amsterdam to Paris tour.

hoteltravella.com  
https://www.hoteltravella.com › tours › amsterdam-pari-...  
**Amsterdam & Paris 6N / 7D | HotelTravelia®**  
This itinerary will take you through two of Europe's most well-known cities, each with its own special charm and personality. You will begin in Amsterdam, ...

## Dubai Honeymoon Tour

Ranking on 1st Page

TravelTriangle.com  
https://traveltriangle.com › ... › Middle East › Dubai  
**4 Nights 5 Days Romantic Dubai Honeymoon Tour Package**  
Inclusions · Airport Transfers · Accommodation on twin sharing basis · Vegetarian food as mentioned in itinerary · Dhow Cruise with international buffet dinner ...

Holidays Farepayer  
https://holidays.farepayer.com › dubai-honeymoon-tou-...  
**Dubai Honeymoon Tour Package 4N/5D ₹43999 ( 2024 )**  
Inclusions – Dubai Honeymoon Tour 4N/5D in just 43,999 · 04 Nights' accommodation With Breakfast · Return Airport Transfer on Pvt · Desert Safari with

Note: I have worked with more keywords

## GET IN TOUCH



72919 44372

✉ jeetu16698@gmail.com



linkedin.com/in/jeetsingh-digital/



June 16, 1998



Palam Colony, New Delhi 110077



## EDUCATION

**B.com**  
DELHI UNIVERSITY  
2018



## ACHIEVEMENTS

**Fundamentals of digital marketing**  
( Google )

**Digital marketing experience certificate**  
( Farepayer Travel )