

RUDRA SINGH

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Work Experience

Team Computers, New Delhi

Digital Marketing Executive

May 2025 – Present

- Managed monthly performance marketing budgets of ₹15–20 Lakhs across Google Ads, Meta Ads, and LinkedIn Ads to drive lead generation for multiple business units including IT AMC, Managed Services, Cybersecurity, Business Analytics, IT Infrastructure Solutions, Apple Enterprise Solutions, and Laptop OEM inquiries.
- Generated 50–60 highly qualified inbound leads monthly through Google Ads along with 100+ additional leads via LinkedIn campaigns and Meta retargeting strategies.
- Built AI-driven automations using Claude Code by integrating Google Ads, Meta Ads, and website backend systems to streamline reporting, campaign analysis, and ad optimization workflows.
- Developed and executed continuous A/B testing strategies for ad creatives, copies, and audience segments to improve CTR, conversion rates, and campaign efficiency.
- Designed PR and backlink acquisition strategies to improve domain authority, strengthen brand visibility, and increase mentions across LLM platforms and Google AI Overviews.
- Improved organic search performance by ranking 100+ target keywords across service and solution-based categories, contributing to increased website visibility and inbound inquiries.
- Managed performance marketing campaigns across Google Ads, Meta Ads, and LinkedIn Ads for B2B technology, hospitality, restaurant, and e-commerce brands.
- Planned and executed targeted advertising campaigns to support lead generation, customer acquisition, brand awareness, and online sales across multiple business categories.
- Optimized paid media campaigns for hospitality and e-commerce brands, achieving 2X+ ROI and approximately 3X ROAS across multiple campaigns.
- Executed SEO initiatives focused on keyword research, backlink acquisition, online reputation, and improving organic search visibility.
- Worked on AI search visibility strategies to strengthen brand mentions and discoverability across search engines, AI Overviews, and large language model platforms.
- Monitored SEO performance, backlink profiles, keyword rankings, and website health using Ahrefs and other digital marketing tools.
- Collaborated with technical and IT teams to identify website improvement opportunities and support ongoing technical SEO enhancements.
- Conducted A/B testing across ad creatives, copy, audiences, and campaign settings to identify effective variations and improve campaign performance.
- Developed marketing reports and performance tracking workflows to monitor campaign metrics, analyze results, and support data-driven decisions.
- Explored AI-powered marketing automation to streamline reporting, campaign analysis, and optimization processes.
- Currently managing Performance marketing for Team computers and their other brands like Uma by the sea, Avatara resort, tatva hills superfoods, tatva hills resort and Indy bu Qla

Makreate, Dubai, United Arab Emirates

Digital Marketing Executive

Jun 2024 – May 2025

- Spearheaded paid digital media strategies across Google Ads, Facebook Ads, and LinkedIn Ads for a client, managing a 70,000 AED budget over 3 months and driving 395,000 AED in revenue.
- Executed A/B testing for landing pages, boosting the conversion rate by 250% which helped in achieving 100+ daily conversions.
- Optimized targeting and creative strategies within programmatic ads channels, driving a 15% improvement in conversion rates and a 10% boost in overall ROI.
- Crafted a high-impact email outreach campaign that led to 2,000 conversions, achieving a 5% conversion rate.
- Streamlined reporting workflows, reducing decision-making time by 50%

Tezo Digital Solution LLP, Hyderabad, Telangana

Digital Marketing Intern

Aug 2023 – Jun 2024

- Developed top-of-the-funnel marketing assets, including blogs, social media posts, and infographics, generating over 85,000 monthly impressions on social media and attracting 5,000 unique visitors to the website.

- Engineered a content strategy for LinkedIn and Instagram, driving an organic engagement rate of 20-30% and increasing followers by 10,000 on both platforms.
- Conducted in-depth keyword research analysis using SEO tools to pinpoint high-value target keywords in the technology sector, resulting in a 40% increase in organic search traffic within 3 months.
- Executed paid media strategies on Google Ads, achieving a conversion value of \$5,000 in a month with a monthly budget of \$1,800..

Skills

- **Core Expertise:** Paid Media Strategy, Lead Generation, Conversion Rate Optimization, SEO, SEM, Email Marketing, Copywriting, Social Media Marketing
- **Tools:** Google Ads, Meta Ads Manager, LinkedIn Ads, Apollo, Looker Studio, Ahrefs, HubSpot, SEMrush, Yoast SEO, Mailchimp, Claude Code, Gemini CLI
- **Analytics:** Google Analytics, Google Search Console, Data Studio
- **Creative Suite:** Adobe Premiere Pro, After Effects, Adobe Photoshop, AI image gen tools

Education

Lovely Professional University, Mittal School of Business, Jalandhar, Punjab
Master of Business Administration | CGPA: 8.29

Aug 2022 – Jun 2024

GGSIPU, KIHEAT, New Delhi, Delhi
Bachelor of Business Administration | Percentage: 84.5%

Apr 2019 – Mar 2022

Certifications

- Professional Diploma in Digital Marketing | Digital Marketing Institute **Apr 2024**
- Foundations of Digital marketing and E commerce | Google | Coursera **Jun 2023**
- Advance as a Digital Marketing Specialist | LinkedIn **Jun 2023**
- The complete Digital Marketing course for local businesses online | Udemy **Jul 2021**