



# Dheeraj Sukheja


## Aspiring Digital Marketer

### My Contact

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#### My Portfolio

 Mumbai, Maharashtra

 Dheeraj Sukheja

### Job-specific Skills

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- Search Engine Marketing
- Paid Social Advertising
- Keyword Research
- Website Development

### Tools Proficiency

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- Google Ads Manager
- Meta Ads Manager
- Google Analytics
- Ubersuggest

### Soft Skills

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- Detail Oriented
- Decision making
- Communication
- Multi-tasking

### Education Background

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#### Degree

#### Bachelor's in Management Studies

M.V.M. College of commerce and Science

Year of Passing- 2019

#### Certification

#### Post Graduate Programme in Digital Marketing

IIDE - The Digital School  
Pursuing

### About Me

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Result-oriented client service professional with a strong background in B2B industry. Proven ability to drive growth and exceed goals, both in entrepreneurial ventures and corporate settings. Seeking to pivot to digital marketing by leveraging expertise in Search Engine Marketing and Paid Social Advertising to make impactful ads and drive good ROAS.

### Professional Experience

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#### JucyGifts | Customer Service Executive

February 2023 – March 2024

- Clients: Deloitte, Raheja, Wipro Pari, Orica, Kotak Securities, etc.
- Client Servicing: Understanding and addressing client requirements, developing customized presentations accordingly.
- Onboarding Clients: Presenting products to clients and effectively closing deals with an average profit margin of 40%
- Vendor Management: Establishing and maintaining vendor relationships while negotiating to maximize profitability and manage delivery timelines.

#### Den Automotive | Co Founder

July 2021 – February 2023

- Meta Ads: Generated quality leads and initiated conversations in Mumbai via Meta ads to drive sales.
- KPI: Reached over 5000 accounts at a CPA of ₹60 in a span of one week.
- Channel Partners: Expanded offline networks to secure more inventory.
- Content Creation: Created engaging posts, reels, and stories to increase follower interaction.

### Coursework Highlights

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- Google Ads for NGO: Presented Google ads strategy and implemented the same for Mamta HIMC and Oasis India.
- KPI's: Got traffic on the website at an average CPC of \$1.26.
- Performance Marketing: Presented a comprehensive SEO and SEM strategy for the hypothetical brand 'Vastra' to FCB Kinnect.
- Search Engine Marketing: Strategized SEM for FreshMenu, outlining KPIs to forecast outcomes supported by research on industry standards.
- Google Analytics: Created events and analyzed data to interpret the ads performance and user behavior.
- Search Engine Optimization: Developed a website on WordPress and Shopify, optimized SEO using Yoast, and submitted them to Google Search Console for indexing.