

SHUBHAM RANA

SENIOR DIGITAL MARKETING SPECIALIST

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 [LinkedIn](#)

Senior Digital Marketing Specialist with **6+ years of experience** driving performance and organic growth for B2B, IT, and BFSI brands. Specialized in **Performance Marketing**: LinkedIn Ads, Google Ads, Bing Ads, Meta Ads & X Ads etc, **Social Media Mgmt**, **Digital Marketing**, and full-funnel lead generation. Proven track record of scaling qualified leads, improving engagement, and building potential pipelines through data-driven strategies. Experienced in leading cross-functional teams writer, designer & SEO etc, working closely with leadership (CMO & MD) on growth, PR, and brand initiatives.

Educational background includes a Master's degree in Business Administration (**MBA**) with a specialisation in **Marketing**, real-world experience working at **Marketing Agencies** giving me a strong background in planning strategies and market analysis.

PROFESSIONAL SKILLS

Performance Marketing	Campaign Management	Social Media Management	GA4, GTM, GSC
LinkedIn Ads	LinkedIn Sales Navigator	Search Engine Optimization	CRM - Hubspot
Microsoft Ads	LinkedIn Marketing Strategy	Competitor Research	WordPress CMS
Google Ads	Lead Generation	Keyword Research	Creative Design
Meta Ads	Webinar & Events	Content Ideation	Figma & Adobe XD

SOFT SKILLS

Team Leadership | Adaptability | Time Management | Strategic Thinking | Integrity | Problem Solving

WORK EXPERIENCE

Employer : Servosys Solutions

Total Exp: 6+Years

Industry: IT

Duration : June 2024 - Present

Designation: SENIOR DIGITAL MARKETING SPECIALIST

Roles & Responsibilities

- Led end-to-end digital marketing strategy for IT & BFSI solutions, focusing on **performance marketing, organic growth, and full-funnel B2B lead generation**.
- Owned and scaled **LinkedIn Ads, Google Ads, and Bing Ads**, consistently driving **45–50 high-quality paid leads** while optimizing CPL and lead quality.
- Supported Servosys' **International market expansion** by running region-specific paid and organic campaigns, webinars & event contributing to global brand visibility and cross-border lead generation.
- Built and managed a **cross-functional team of 6** (SEO, technical content, design, motion, email, and web), ensuring alignment between strategy, execution, and business goals.
- Generated **100+ soft leads via webinars** and events and **35–50+ qualified leads through organic channels**, strengthening the sales pipeline without over-reliance on paid media.
- Increased the company's **LinkedIn follower base by 1,500+ per month**, supporting brand visibility and thought leadership in the BFSI and B2B space.
- Drove **120% growth in social media engagement** within six months through a structured content calendar, creative experimentation, and data-backed optimizations.
- Worked closely with the **CMO and leadership team** on PR, CXO-level events, and market research, translating insights into campaigns aligned with business growth priorities.
- Acted as **Super Admin for corporate social channels**, streamlining workflows, managing approvals, and ensuring consistent brand voice across organic and paid initiatives.

WORK EXPERIENCE

Employer : ITechAxis IT Pvt. Ltd.

Duration : Jan 2023 - May 2024

Industry: Advertising Services

Designation: DIGITAL MARKETING SPECIALIST

Roles & Responsibilities

- Planned and executed **performance marketing campaigns** across Google Ads, Meta Ads, LinkedIn Ads, Bing Ads, and X Ads for **IT, SaaS, Real Estate, Ed-Tech, and E-commerce brands**, optimizing budgets, creatives, and targeting to improve lead quality and ROI.
- Managed **social media strategy and execution** for multiple client accounts, driving consistent engagement and brand visibility through platform-specific content planning, campaign calendars, and performance tracking.
- Conducted **market, competitor, and audience research** to develop tailored digital marketing strategies per industry, aligning campaign messaging, funnels, and KPIs with each client's business objectives.

Employer : Akros Designs Pvt. Ltd.

Duration : Mar 2020 - Dec 2022

Industry: Event Exhibition Partner & Advertising Services

Designation: DIGITAL MARKETING EXECUTIVE

Roles & Responsibilities

- Executed digital marketing initiatives for **events and exhibitions**, supporting brand visibility, audience engagement, and attendee outreach across online channels.
- Managed **email campaigns and digital promotions** for events, analyzing performance metrics to improve communication effectiveness and participation rates.
- Coordinated with clients and creative teams to align **event objectives with digital content and marketing execution**, ensuring consistent messaging.

Employer : Global Tech Solutions

Duration : Jan 2018 - Jul 2018

Industry: IT & SaaS Services

Designation: INTERNATIONAL CLIENT & ACCOUNT EXECUTIVE (APAC)

Roles & Responsibilities

- Served as the primary point of contact for **overseas APAC clients**, managing communication, coordination, and ongoing support to maintain strong client relationships.
- Developed early exposure to **B2B client handling, product positioning, and cross-border communication**, forming a strong foundation for digital marketing and account management roles.

EDUCATION

Master of Business Administration (MBA) – Marketing

MJPRU University, Bareilly

Bachelor of Technology (B.Tech) – Mechanical Engineering

Dr. A.P.J Abdul Kalam University, Lucknow

WORKSHOPS

LINKEDIN - Sales Navigator, Campaign Manager, Profile Optimization, In-Mail Strategy

Duration : Jan/Feb 25

COCA COLA - Market Distribution, Product Line & Product Size

COURSES & CERTIFICATIONS

LINKEDIN

LinkedIn Marketing Expert

LinkedIn Marketing Strategy

Content & Creative Design

LinkedIn Sales Navigator

GOOGLE

Google Search Ads Specialist

MICROSOFT

Microsoft Advertising Expert

SEMRUSH

Keyword Research Essential

Crafting a Winning SEO Strategy

UDEMY

Digital Marketing Complete Course (27 in 1)

SCAN / CLICK



PORTFOLIO