

# SIDDHARTH JETLEY

| +971 502321636 | Resident Visa, Dubai | sid.jetley@gmail.com | LinkedIn: [linkedin.com/in/siddharth-jetley](https://www.linkedin.com/in/siddharth-jetley) |

## [SENIOR DIGITAL MARKETING MANAGER]

A dynamic and Senior Digital Marketing Manager with the experience for over 7 years in developing and executing strategic marketing initiatives that drive awareness, guest acquisition, brand loyalty, and revenue growth. I've been the Willy Wonka of social media, weaving magic (and a sprinkle of virality) for brands both international and iconic. From household names to hidden gems, I help them craft content that's more engaging than a cat video marathon (and almost as cute). I'm a master of audience engagement, a data whisperer, and a trendspotter with an eagle eye. Basically, I'm your secret weapon in the wild world of social. Let's chat and turn your brand into the next internet obsession.

**Core Skills:** Social Media Marketing | Paid Media | Facebook Ads Manager | Content Creation | Analytics & Reporting |

## Professional Experience

### Aug 2023- Present: Senior Digital Marketing Manager at Socially India

- Develop and execute a comprehensive social media strategy to enhance brand visibility and engagement across all platforms (Facebook, Instagram, Twitter, TikTok, LinkedIn, Pinterest, etc.). Grow and manage social media communities, fostering engagement and organic reach through innovative and creative approaches.
- Monitor, analyse, and report on social media performance metrics, making data-driven decisions to optimize content and strategies. Stay current with social media trends, tools, and best practices, incorporating them into the brand's social media strategy.
- Collaborate with cross-functional teams, including marketing, sales, and customer service, to ensure consistent messaging and brand alignment. Managed social media campaigns for Socially India's clients, including Cipla Foundation, Bajaj, Pebble, Tellado Villas and others.
- Perform extensive research to gain in-depth knowledge of all customer personas and analysis on consumer thoughts and trends. Create relevant and specific content for the targeted audience with help of tools like **Chatgpt3, Gemini, Dalle3, Jasper, Canva etc.** Planning editorial calendar and content proposition.
- Presenting monthly reports to clients using tools like **Google Analytics 4, Buffer, Sprout Social & Hootsuite.**

### Mar 2023- Aug 2023: Digital Marketing Manager at Olfative Parfums | Dubai, UAE

- Manage a team of digital marketing professionals, providing guidance, mentorship, and professional development opportunities. Ensuring that content strategy meets the business objectives of the brands with help of tools like **Chatgpt3, Gemini, Dalle3, MidJourney, Copy AI etc.** Strategize and improve content delivery and promotion.
- Manage and optimize PPC campaigns (Google Ads, LinkedIn Ads, etc.) to increase ROI and lead generation.
- Help driving and executing on marketing automation via **Zapier, Hubspot** for large-scale lead generation campaign and keep track on sales efficiency. Managed social media budgets for assigned clients.
- Ownership of region marketing metrics e.g. UAE MQLs, Qualified Ops and traffic for the website and local marketing operations. Driving local use cases and localised landing pages.
- Oversee the creation and execution of SEO strategies to improve organic search rankings and drive quality traffic.
- Collaborated with internal and external stakeholders to ensure smooth campaign execution.

### May 2022- Feb 2023: Social Media Strategist at Socially India | Delhi, India

- Develop detailed plans to increase brand awareness, engagement, and sales across various social media platforms. Researching latest trends, understanding target audience, and crafting strategies that align with the brand's goals.
- Conduct market research and competitor analysis to identify target audiences and understand industry trends. Set objectives that align with overall business goals. Determine key performance indicators (KPIs) to track the effectiveness of social media activities. Presenting reports to clients using tools like **Google Analytics 4, Buffer.**
- Plan and schedule content in advance to ensure a consistent and cohesive social media presence. This includes outlining what content will be posted, on which platforms, and when.
- Collaborate with designers, writers, and videographers to produce high-quality content. Ensure that all content aligns with the brand's voice, style, and messaging guidelines.
- Work closely with marketing, PR, and sales teams to ensure cohesive campaign strategies and integrated marketing efforts. Share insights and feedback to improve overall marketing effectiveness.

### **Mar 2019- May 2022: Associate Media Strategist at Passion Peers Pvt. Ltd. | Delhi, India**

- Lead the development of the overall social media strategy. Working on HubSpot for clients like **Unilever Professionals, Marks and Spencers, Bio- Essence**. Collaborate with influencers and analyse competitor activities.
- Work with Tools like **Google Analytics, SEMRush, HotJar, Google Search Console**. Strategize and write content posts for Facebook, Instagram, and other social media channels. Write copy for emails and website.
- Ability to spot insights and trends by analysing data and metrics to measure the success of social media campaigns and make data-driven decisions for future campaigns. Internalize the brand persona and define clients' tone and personality for digital platforms. Write creative blog posts and articles for our website and social media.
- Strategize on social media campaigns and run activities like influencers management Co-create content with internal team for social media with celebrities for client's platforms. Serve as a digital thought leader for our company
- Stay updated on platform advertising guidelines and industry trends.

### **Aug 2018- Feb 2019: Social Media Executive at Onlinestrikers.com | Delhi, India**

- Developing and implementing the company's social media strategy. Create and share content on social media platforms daily. Design interesting and creative content specific to the target audience.
- Plan, execute and analyse social media campaigns. Develop collaborative relationships for influencer marketing and brand partnerships. Monitor customer feedback, respond to social media interactions and manage brand perception.
- Conduct competitive analysis and stay up to date on industry trends.
- Maintaining social media accounts and providing regular performance reports. Creating **PPC campaigns and YouTube Ad campaigns** with budget and maximizing the ROI.
- Working on the Instagram and Facebook handle for more engagement on posts and stories.

### **Aug 2015- Apr 2017: SEO Executive at GFI Logistics Pvt. Ltd. | Delhi, India**

- Utilize analytics tools to monitor and evaluate the performance of digital marketing campaigns and adjust strategies as needed. Collaborate with the marketing team to create compelling email marketing campaigns that nurture leads and engage existing clients. Analysing content marketing strategy to evaluate its efficiency.
- Conduct marketing research to identify industry trends and commercial opportunities. Develop and implement a marketing strategy according to objectives and budget. Prepare detailed proposals and marketing plans.
- Monitor and report on effectiveness of marketing communications. Devised ad campaigns on Facebook, Google and Bing. Advise on branding, positioning, communications and other marketing issues.
- Define tasks, and resources associated to SEO strategy. Manage and execute implementation of SEO strategy.

## **Education**

2017-2018	MBA in International Marketing from <b>Bangor University, United Kingdom</b>
2012-2015	BBA in Marketing from <b>James Cook University, Australia</b>
2009-2010	XII (Higher Secondary Examination, CBSE) from <b>Ramjas School, India</b>
2007-2008	X (Secondary Examination, CBSE) from <b>Ramjas School, India</b>

## **Certification**

Apr 2023	Prompt Engineering by Udemy
May 2020	Google Ads Search and Display certification by Google
Jun 2019	Digital Marketing course from DIDM
Apr 2019	SEO, Inbound marketing, Email marketing by HubSpot

## **Technical Skills**

Buffer| MS office (Advanced)| Hootsuite| MS-Excel |Google Analytics| Hubspot (CRM) Software| Asana| Trello| ChatGPT|

## **Achievements**

- Received the award of **"Best performer of the Quarter"** in Socially India for Q2 2022.
- **Marketing Club Head** in 2013-2014 James Cook University, Australia.