



SOMESH MADAN

Digital Manager
Content Marketer
Social Media Strategist

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Experience

DIGITAL MARKETING MANAGER

Oct 2023 - Sep 2024

White Media Advertising Agency

UAE

- Boosted social media reach by 45% and engagement by 35% in 6 months through effective digital strategies and campaigns.
- Grew website traffic by 20% and enhanced brand's digital presence with optimized social media efforts, increasing followers by 60% and engagement by 50%.
- Improved conversion rates by 15% through A/B testing, content refinement, and audience segmentation.

HEAD OF SOCIAL MEDIA

July 2022 - Oct 2023

Guni Messaging Platform

Australia

- Boosted LinkedIn followers by 50% and engagement by 40% through B2B social media strategy.
- Increased qualified leads by 25% and conversion rates by 20% with LinkedIn and Facebook campaigns.
- Built influencer partnerships, driving 35% more interactions and strengthening brand presence.
- Created B2B content, boosting LinkedIn engagement by 30%.
- Reduced cost-per-lead by 30% and increased MQLs by 15% through LinkedIn and Google Ads campaigns.

SENIOR ACCOUNT MANAGER

Feb 2021 - July 2022

Times Internet

India

- Increased digital engagement by 30% and website traffic by 40% with data-driven content and SEO strategies.
- Led a team, improving content production by 20% while maintaining quality.
- Boosted conversion rates by 35% through tailored growth strategies.
- Ensured 98% client retention with effective communication and timely campaign delivery.

Education

PREDICTIVE ANALYSIS DATA MINING

Professional Certificate

LinkedIn
2023

DIGITAL MARKETING

Professional Certificate

Google
2022

CONTENT STRATEGY

Specialization

Northwestern University
2020

FASHION & APPAREL DESIGN

Bachelor Of Science

J.D. Institute Of Fashion & Technology
2008 - 2013