






Kashish Khan


Senior Marketing Executive

Contact

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 New Delhi, India

About Me

Experienced marketing manager skilled in content creation, creative strategy, SEO, email marketing and performance marketing. Proven track record of driving substantial website traffic, generating quality leads, and enhancing brand engagement through strategic marketing campaigns. Proficient in 25+ industry tools and advanced AI.

Skills

- Management Skills
- Pitching/Negotiation
- Critical Thinking
- Leadership
- Teamwork

Certifications

- Google Ads: Skillshop
- SEO: Semrush
- Email Marketing, Mobile SEO: Hubspot
- Social Media : Hubspot
- Meta Ads : Meta
- Digital Marketing: Udemy
- Design Essentials: Udemy

Experience

Senior Marketing Executive

The AEC Associates

July 2024- Dec 2024

- Conceptualized content strategy targeting key audience segments
- Implemented end-to-end social media strategy for multiple channels, receiving 233% increase in engagement rate.
- Conceptualized targeted LinkedIn ad campaigns for the US audience.
- Led Organic lead generation campaign with a 90% success rate, got up to 32 leads/prospects in first 15 days
- Handled blog management on different distribution channels

Marketing Associate

BIS Research

December 2022- July 2024

- Authored over 200 content pieces to drive website traffic, resulting in 5000+ sessions.
- Amplified website traffic by up to 20x within 5 months, achieving up to 20% increase.
- Secured features on reputable platforms like Swiss Cognitive and Energy Central for content.
- Generated 20+ Marketing Qualified Leads (MQLs) valued at \$60k+ through social media, with zero cost per MQL.
- Crafted and distributed 120+ press releases on Industry Today and PR Newswire.
- Conceptualized and executed targeted LinkedIn ad campaigns for the US audience.
- Developed and distributed 30+ LinkedIn newsletters, doubling profile visits and subscriber base.
- Directed end-to-end social media strategy, from ideation and content creation to execution and analytics.

Digital Marketing - Freelance

AdsFox

February 2022 - November 2022

- Created a full dynamic website for an e-commerce brand, enhancing user experience and functionality.
- Crafted SEO-optimized content on demand to improve search engine visibility and drive organic traffic.
- Devised Meta Ads strategies, resulting in the acquisition of over 40 leads at a CPL of Rs 15 and achieving a 5X ROI.
- Executed Google Ads campaigns- search and display, to expand brand reach and drive conversions.
- Orchestrated Email Marketing campaigns using MailChimp, fostering customer engagement and retention.
- Mastered business tools including Hubspot, Jeera, ClickUp, and MS Office, streamlining project management.
- Spearheaded affiliate marketing initiatives for a beauty/fashion-focused website, expanding brand reach and driving sales.

Education

Post Graduation in Digital Marketing & Strategy

IIDE DELHI (2024-2025)

Digital Marketing Certification

Hansraj College, DU (2022-2023)

B.A. English Hons

Sri Venkateshwara College, DU (2020-2023)