

# Gulshan Sirohi, Digital Marketing

Jaipur, India, +91-9958269872, sirohigulshan@gmail.com, <http://in.linkedin.com/in/gulshansirohi/>

---

## SUMMARY

Proficient Digital Marketing Specialist with over 24 years of hand-on experience in strategic marketing across various platforms. Expertise includes SEO, SEM, and social media marketing with proven success in enhancing ROI, notably increasing returns by optimising paid channels. Skilled in team leadership and project management, creating comprehensive marketing strategies and roadmaps. Dedicated to delivering tailored solutions that drive business growth and engage target audiences effectively.

---

## WORK EXPERIENCE

08/2022 – 05/2025	<b>AVP- Digital Marketing (Remote Role), Techniline Electronics LLC (MusicMajlis.co &amp; Techniline.org)</b>	Dubai, UAE
	<ul style="list-style-type: none"><li>• Evaluated the existing website structure focusing on UI/UX improvements.</li><li>• Oversaw all development and programming phases, including design and content management.</li><li>• Devised and implemented the complete paid and organic marketing strategy for the website.</li><li>• Created adverts, optimised paid channels, and analysed data to enhance ROI/ROAS.</li><li>• Managed a team comprising content writers, designers, and the SEO team.</li><li>• Executed regular promotional mailings and social media posts.</li></ul>	
06/2021 – 06/2022	<b>Head- Digital Marketing (Remote Role), Admission24.com</b>	Noida, India
	<ul style="list-style-type: none"><li>• Assessed the existing project structure and identified areas for enhancement.</li><li>• Formulated the new structure, roadmap, and business plan for the project's new version.</li><li>• Directed all development and programming phases, focusing on design and content.</li><li>• Crafted a comprehensive marketing strategy for the project across all platforms.</li><li>• Established a business model and actionable plan for the next two years.</li></ul>	
04/2018 – 05/2021	<b>Digital Marketing &amp; eCommerce Consultant (Remote Role), Digital Marketing &amp; e-Commerce Freelancer</b>	Delhi, India
	<ul style="list-style-type: none"><li>• Analysed business needs and platform (website/app) functionalities.</li><li>• Optimised the digital marketing workflow and team for organic, paid, and performance-based methods.</li><li>• Recommended enhancements for website performance.</li><li>• Developed guidelines for keyword-rich content creation.</li><li>• Innovated methods for content sharing and referrals.</li><li>• Revised paid marketing initiatives to improve effectiveness.</li><li>• Suggested performance marketing strategies and trained the team accordingly.</li><li>• Provided guidance to the team as per project requirements, included email and web hosting server management, traffic research, worldwide search trend analysis, and new website development.</li></ul>	

06/2017 – 03/2018	<b>Head- Digital Marketing &amp; New Initiatives, Falcon Business Resources Pvt. Ltd. {Clay Business Group}</b>	Delhi, India
	<ul style="list-style-type: none"> <li>• Conducted market analysis to gauge current trends and opportunities.</li> <li>• Led the conceptualisation and execution of new initiatives.</li> <li>• Directed operations and digital marketing efforts for project launches.</li> <li>• Managed a team to ensure effective execution of marketing strategies.</li> <li>• Proposed organic marketing enhancements to bolster existing projects.</li> </ul>	
06/2016 – 02/2017	<b>Project Leader – New Launches, Shoogloo Digital Marketing Pvt. Ltd.</b>	Gurgaon, India
	<ul style="list-style-type: none"> <li>• Evaluated the existing project structure to inform future developments.</li> <li>• Designed a new structure, roadmap, and business plan for upcoming projects.</li> <li>• Supervised all development and programming phases, focusing on design and content delivery.</li> <li>• Formulated a comprehensive marketing strategy addressing various project requirements.</li> <li>• Developed a complete plan of action for the subsequent three years.</li> <li>• Recommended enhancements for organic marketing strategies in existing projects.</li> </ul>	
08/2015 – 04/2016	<b>Branch - Business Head, vCommission Media Pvt. Ltd.</b>	Mohali, India
	<ul style="list-style-type: none"> <li>• Recruited a team of 4 managers and 16 executives to build a strong operational foundation.</li> <li>• Trained and developed a team of 4 managers and 16 executives, fostering their professional growth.</li> <li>• Established performance targets and ensured consistent achievement of goals.</li> <li>• Monitored campaign delivery to adhere to stipulated terms and conditions.</li> <li>• Optimised workflows and operational efficiency regularly.</li> <li>• Oversaw the development of a new office in Mohali.</li> <li>• Hired a team consisting of one project manager, three managers, and ten technical staff.</li> <li>• Developed and instituted HR, administrative, and office policies for improved operations.</li> <li>• Managed a total workforce of 36 in technical and marketing roles.</li> </ul>	
08/2008 – 07/2015	<b>Head – Digital Marketing, Johareez.com Auctions Pvt. Ltd.</b>	Jaipur, India
	<ul style="list-style-type: none"> <li>• Implemented strategies for Search Engine Optimisation (SEO).</li> <li>• Executed Social Media Marketing (SMM) initiatives.</li> <li>• Directed Search Engine Marketing (SEM) campaigns.</li> <li>• Oversaw Affiliate Marketing and Web Marketing projects.</li> <li>• Managed media buying and email marketing campaigns.</li> <li>• Analysed web traffic data using web analytics tools.</li> </ul>	
07/2007 – 08/2008	<b>Head - SEO, SEM Web Services Pvt. Ltd.</b>	Delhi, India
	<ul style="list-style-type: none"> <li>• Held responsibility for SEO, SEM, PPC, PPI, link building, and newsletter management.</li> <li>• Oversaw email and various web hosting server management, traffic research, worldwide search trend analysis, development of new websites, and ISP solutions.</li> <li>• Managed a team of 50 employees to execute marketing strategies effectively.</li> </ul>	

Jaipur, India

Jaipur, India

Chennai, India

English