

DEEP BHANUSHALI

ACCOUNT EXECUTIVE - Strategy Marketing, Project Management, Customer Acquisition

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📍 Toronto, Canada

in [Deep Bhanushali](#)

SKILLS

- **Programmatic Advertising:** Advertising campaigns using Google Ads and Display Video, enhancing brand visibility and engagement metrics through audience categorization, recapture strategies, and real-time bidding.
- **Audience Segmentation:** Google Analytics for tracking user interactions and providing actionable that inform Strategic Sales Initiatives. Funnel Analysis and Cohort Segmentation to enhance data-driven decision.
- **Marketing Automation:** HubSpot and SaaS platforms for lead generation, CRM integration, optimizing Marketing Funnels, Email Marketing Automation, Customer Journey Mapping.

WORK EXPERIENCE

Marketing & Customer Acquisition (Freelancer)

May 2024 - Present

Deals Admin, Mississauga, Canada

- Initiated targeted Instagram Ads campaigns, advancing lead acquisition by 40% and enhancing brand visibility.
- Composed and executed a social media content calendar, promoting consistent brand messaging and engagement.
- Evaluated key performance metrics, optimizing campaigns to attain a 30% boost in audience interaction.
- Strengthened client communication by designing tailored marketing materials, raising client satisfaction by 25%.
- Conducted A/B testing for ad creatives, resulting in 35% improved click-through rates and higher conversions.

Operations Manager

July 2020 - November 2022

Common Vision Technologies, Mumbai, India

- Launched a high revenue-generating marketing campaign, leading to a 70% increase in the total revenue.
- Orchestrated strategic influencer partnerships and social media tactics, elevating brand visibility by 40%.
- Directed hashtag campaigns and in-app promotions, fostering user engagement and preserving brand trust.
- Streamlined operational workflows, reducing execution time by 20%, continually upholding quality standards.
- Developed KPIs to gauge campaign effectiveness, making data-driven adjustments and elevating ROI by 15%.

Content Operations Specialist

November 2019 - June 2020

Xiaomi PVT LTD, Bangalore, India

- Conceived and introduced content strategies that boosted brand awareness by 25% through innovative campaigns.
- Assessed performance across 650+ videos, verifying alignment with target audience preferences and authenticity.
- Collaborated with cross-functional teams to refine processes, enriching content quality and engagement metrics.
- Guided the team with comprehensive regular training sessions and increasing team performance by 30%.
- Performed Competitor analysis, to recognize trends, enabling strategic shifts that increased reach by 25%.

Executive – Content Management

January 2019 - November 2019

TikTok (Bytedance), Mumbai, India

- Onboarded over 300 creators, cultivating a diverse influencer network that expanded promotional reach.
- Moderated 1,000+ videos daily, ensuring quality content aligned with trends and community standards.
- Developed guidelines for content curation, refining approval processes and enhancing efficiency by 20%.
- Analyzed engagement metrics to refine strategies, that resulted in boosting the viewer retention by 15%.
- Implemented content optimization techniques, achieving a 10% increase in organic reach across platforms.

EDUCATION

Post Graduate in Digital & Content Marketing

January 2024 – September 2024

York University, Canada

Post Graduate in International Business Management

January 2023 – September 2023

Niagara College, Canada

Bachelor's of Mass Media & Communication in Advertising

July 2015 – November 2018

Mumbai University, India

CERTIFICATIONS

- Google Analytics, Google Ads Certification, HubSpot Content Marketing Certification, HubSpot Digital Marketing Certification, Hootsuite Social Media Marketing Certification.