

Dear Employer:

I am interested in applying for the Digital Marketing Manager position at Primont Homes.

I am a talented Digital Marketing Manager experienced in managing marketing initiatives across various digital media channels. I have worked with in-house marketing teams and agencies to deliver results, and am experienced in managing complex marketing campaigns using Paid Search, SEO, Conversion Rate Optimization, and Content Marketing.

In my recent position as the **Web Marketing Manager** at **Enercare**, I managed all aspects of website management, SEO, and conversion rate optimization on our website that brought in over 2 million visitors annually. In my previous position as Marketing Manager at Abrams Group, I managed all facets of our digital marketing including paid search, SEO, social media, and e-commerce. I grew our brand-new automotive auction platform from 0 to 5,000 car buyers in just 24 months through Organic, Organic/Paid Social, and Paid Search campaigns.

I am one of the few University of Toronto alumni who have specialized in Digital Enterprise Management at the Institute of Communication and Information Technology – a specialization only 100 U of T students graduate with every year. Through the program, I was intensely trained on topics such as Marketing, Branding, and Advertising. I have also been trained in Project Management, allowing me to collaborate with various internal and external stakeholders to achieve results. Throughout my career, I have gained experience in the following:

Home Services Marketing: Developed digital marketing strategies for home service companies.

E-Commerce: Created digital campaigns for Canada's fastest-growing car auction marketplace.

Analytics & Insights: Used Google Analytics and Data Studio to produce complex digital reports.

CRM Platforms: Experience using Salesforce Marketing Cloud to create targeted campaigns.

Email Marketing: Created powerful email marketing campaigns using segmentation.

SEO Experience: Developed SEO-friendly webpages and content through keyword research.

SEM/PPC Experience: Set up campaigns on Google AdWords and generated conversions.

HTML/CSS Knowledge: Experience working with HTML and CSS to create new website projects.

Social Media: Created viral social media videos that received 700,000+ views.

Website Optimization: Performed A/B Testing, tracked metrics, and optimized performance.

Website Management: Created over 100 webpages and product pages using WordPress.

Content Marketing: Developed effective website content, blogposts, and email campaigns.

Digital Marketing Tools: Experience with Google Tag Manager, SEM Rush, Hotjar, and others.

Growth Marketing: Launched car platform and went from 0 to 5,000+ car buyers in 24 months.

Adobe Creative Suite: 10+ Years Experience with Photoshop, Illustrator, Premiere, & InDesign.

As you can see, my work experience and skills are quite advanced and relevant to meet the marketing goals of your organization. I would enjoy being a part of your team and am available for an interview at your convenience. You can contact me at (416) 831-9160 or via email at rs.rajan@live.com. I am willing to give my very best and share my experience and knowledge to always keep your organization one step above the competition.

Sincerely,

Rish Rajan

416-831-9160 | RS.RAJAN@LIVE.COM

RISH RAJAN

SUMMARY

Experienced results-driven Marketing Manager with 10+ years experience executing advanced digital marketing strategies via SEO, Paid Search, Email, and Social Media.

Marketing Management Experience: Managed digital marketing activities for Canada's largest home services provider and Canada's fastest-growing e-commerce auction marketplace.

Ad Platform Experience: Developed campaigns on several advertising platforms such as Google Ads, Facebook Ads, Reddit Ads, Instagram Ads, and AdRoll. Created ad copy that generated high CTRs.

Social Media: Developed engaging content across social media channels. Engaged with Canada's top social media pages and drove thousands of Likes, and hundreds of Page Visits & Followers a day.

Email Automation: Developed automated campaigns with high open rates and click-through rates.

Analytics: Experience with Google Analytics & Google Data Studio to generate complex reports.

WORK EXPERIENCE



enercare

Enercare

Marketing Manager (Web & Digital)

Jul 2022 – Aug 2024

Launched SEO-focused webpages for our home products with keyword research. Leveraged conversion optimization tools to test and optimize webpages (A/B testing, etc.)

Created powerful landing pages for Paid Search campaigns that drove website visits, conversions, and cross-selling opportunities.

Implemented Google Tag Manager across multiple campaigns to track the results of each initiative. Developed sophisticated reporting using Data Studio.



Abrams Group

Marketing Manager

Jul 2019 – Jul 2022

Managed Search Engine Optimization (SEO) using effective keyword research strategies. Developed powerful Pay-Per-Click (SEM) campaigns using various tools such as Google Ads, Facebook Ad Center, Instagram Ads, and YouTube. SEO efforts achieved #1 rank on Google for category keywords. Paid Search campaigns achieved high click-through rates and low cost-per-click.

Managed Email Marketing campaigns using Salesforce Marketing Cloud to promote products at upcoming auctions and drive sales activity.

Managed branding and marketing for the fastest-growing auction marketplace platform Abrams Auction (AbramsAuction.ca). Managed marketing of Abrams'

Roadside Assistance brand and its 100+ service providers across Ontario.



Conversion
Digital Marketing Consultant

Dec 2014 – Jun 2019

Created sophisticated marketing, email, and lead generation campaigns to generate sales for National Tourism Organizations for Barbados and Cuba.

Developed marketplace platform with computer engineers using JS (NodeJS, React), PHP, Python, API and SQL technologies.



Intrepid Group
Digital Marketing Specialist (1 year contract)

Dec 2013 – Dec 2014

Developed online and offline marketing & customer acquisition campaigns for four key brands and 500+ products. Managed Email marketing campaigns with very high open rates and click-through rates.

Managed Google Pay-Per-Click campaigns and social media promotions, and tracked performance using Google Analytics.

Developed key partnerships and contests with TravelAlerts, Car2Go and Canon independently – significantly boosted traffic and influenced sales.

EDUCATION

2011 **University of Toronto**
Bachelor of Arts – Culture, Communication, and Information Technology
Relevant Courses: Retail Marketing, E-commerce, Tech Entrepreneurship, Online Advertising & Marketing, Finance, Accounting, Economics, Digital Innovation, Management of Technological Innovation

2011 Project Management Training (35 hours) – University of Toronto

2011 **Sheridan College**
Digital Enterprise Management Certification
Relevant Courses: Web Technologies, Coding Frameworks, Computer Network Management, Design Thinking, Design of Multimedia Documents (InDesign), Computer Visualization, Web Design, Photoshop Design, Illustrator Design, E-Business Technologies.

Recent GPA (University of Toronto)

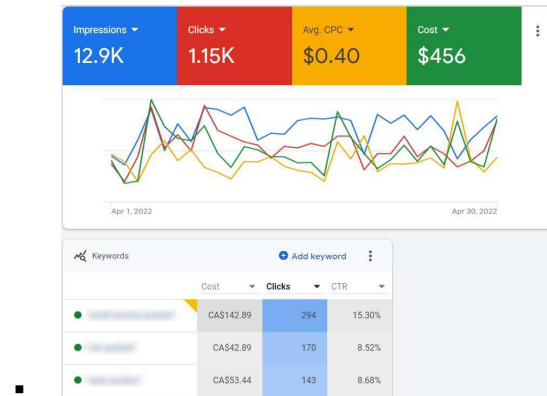
Recent Annual GPA: 3.53

Sessional GPA: 3.7

PORTFOLIO

Paid Search Campaigns

Abrams runs a digital automotive auction platform called “Abrams Auction”. As the Marketing Manager, I was able to develop a successful paid search campaign on Google that achieved 1,150 clicks in a 30 day period, at an average CPC of just \$0.40.



Search Engine Optimization

Enercare is Canada’s largest home services provider with locations across Ontario. I was able to create a Local SEO strategy that helped grow our traffic by 20%. I created Location pages and Location-Service pages that targeted local search keywords and increased local traffic. I also created Google Business Profiles to increase local search exposure.

