




Jatin Raseen

Sector 86 Faridabad, Haryana 

+91 971 120 7660 

jatin.raseen@gmail.com 

www.linkedin.com/in/jatin-raseen/ 

Certified Digital Marketing Professional with extensive experience in the higher education and internet space. Adept in Content Creation, Email Marketing, Paid ads, Graphic Designing. Proven ability to provide value to customers and employers through improvements in productivity, customer service.

Experience

JAN 2022 - SEP 2022

Digital Marketing Manager/Aplicar, Remote

- Managed online and offline promotions for the company.
- Grew the following on all the major social media handles 6x during my tenure. Improved CTRs, open rate of the emailers and paid ads.
- Writing effective copies for emailers, social media and WhatsApp promotions.
- Proof reading content created for social media, blogs, brochures, standees etc.
- Share ideas, strategies to promote the brand on various social media platforms.

SEP 2014 - DEC 2021

Manager, Online Marketing & University Partnership/Shiksha.com, Noida

- Generated revenue for India's premier classified company - Shiksha.com by selling online listings/ads, branding solutions, engagement marketing services etc.
- Managed existing relations with around 150+ Universities, Service providers and companies.
- Nurtured and turned 40+ accounts into Key accounts. Grew the revenue base by 3x.
- Write meaningful and effective copies for emailers and banner ads (Google and Facebook). Improved the CTRs and open rates.
- Liaising with the design, marketing and operations departments to execute the campaigns.
- Ensuring all marketing services are scheduled, executed and deliverables met.

AUG 2011 - JUN 2014

Assistant Manager - International Sales/Naukri.com, Noida

- Sold employee recruitment solutions to companies in USA, UK, Europe and ME.
- Virtually meeting with CXOs and stakeholders.
- Product demonstrations.
- Submit proposals and close sales.
- Manage existing relations, create value, grow and renew the existing accounts.

Skills

• Content Ideation and Creation • Adobe PP • Adobe PS • Content Marketing • Paid ads • Social Media Marketing • MailChimp • Emailer Marketing • Blog writing • Reporting • Google Analytics • Team player • Leadership • Communication

Education

2021

PGP Digital Marketing/Purdue University Online

2009 - 2011

MBA (Marketing and IB)/MDU Rohtak, GSMVNIET

Certifications

- Purdue University - PGP in Digital Marketing
- Google Ads
- Google Analytics
- Facebook Blueprint