Jagdish Singh

Marketing Manager / Social Media / IT Specialist

15+
Years Experience

About me

I seek growth professionally and personally in a dynamic organization. Eager to learn, I aim for maximum job satisfaction in achieving shared success.

Languages:

English | Punjabi | Hindi | Urdu

Contact info

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Scan the QR code
& visit my detailed website CV

Experience

Marketing Manager
CJC Markets | Dubai, UAE

Nov 2020 – currently
3 years.

At CJC, I seize the chance to expand my horizons by overseeing marketing efforts across **4 counters and 7 branches**. I spearhead comprehensive campaigns, encompassing **search and display ads**, branding for **Forex Expos exhibition booths, radio ads**, as well as **SMS and email marketing. Generating leads** with creatively designed **videos, voiceovers, and compelling content** is a key aspect of my role.

Marketing Manager
CMS Financial | Dubai, UAE

Nov 2015 – Oct 2020
5 years.

Moving to Dubai opened new doors for me at CMS, a financial company specializing in Forex. As a one-man army, I took on the role of Marketing Manager, I revamped **websites, optimized landing pages, managed network architecture**, and led initiatives for **paid and organic ads**, **giveaways, contests, and social media boosts**.

Project Officer
lovely Professional University | Punjab, India

Aug 2013 – Oct 2015
2.2 years.

Overseeing online marketing and TV commercial initiatives, I handle responsibilities such as **Organic SEO and PPC** (Google AdWords). Additionally, I optimize **social media activities, managing posts, engagement, and paid campaigns**. Our **TV commercials** are strategically placed, with ads running on **Sony TV** during IPL matches and **Discovery channel**.

Education

Bachelor of Arts
Lyallpur Khalsa College | Jalandhar, India

2008 – 2011

Diverse educational background, **BA graduate**, and **CCNA certified** (96%). A++ in **web design** improved HTML, CSS, and UI/UX skills. Top A+ Certification broadened hardware, software, and troubleshooting understanding, setting the stage for networking or cybersecurity

Personal skill

Digital Marketing - Expert

Photo/Video Editing - Advanced

HTML & WordPress - Advanced

Technical Expertise - Advanced

- ✔ Google Analytics & SEO
- ✔ Google / Meta Ads
- ✔ Social Media Marketing
- ✔ Reels & TikTok Promotions
- ✔ Email & SMS Marketing
- ✔ Whatsapp & Telegram
- ✔ Linkedin Marketing
- ✔ Lead Generation
- ✔ Semrush / Senuke / IBP
- ✔ Research / AI / Plagiarism

- ✔ Wordpress & Plugin's
- ✔ HTML Knowledge
- ✔ cPanel / WHM Management
- ✔ Domain & DNS Configure
- ✔ Business Email Setup
- ✔ Hosting Setup
- ✔ Server & Sites Backups
- ✔ Install and Configuring
- ✔ Network Printers / Cabling
- ✔ Firewall / VPN / Tec Support

- ✔ Adobe Photoshop
- ✔ Adobe lightroom
- ✔ Adobe After Effects
- ✔ Adobe Premiere Pro
- ✔ Adobe Indesign
- ✔ Photography
- ✔ Videography
- ✔ Canva / Veed.io
- ✔ Voice-over
- ✔ Beginner in Illustrator