**Ishu Moudgil**

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 **Professional Summary**

Results-driven **Digital Marketing Coordinator** with **3+ years** of experience managing digital projects, analyzing marketing performance, and coordinating multi-stakeholder communications. Proficient in **Microsoft Office, Google Suite, and project management tools**, with expertise in data-driven reporting, process optimization, and cross-functional collaboration.

**Work Experience**

**Sr. Operations Administrator / DG**

FedEx Ground, Scarborough - ON (6121) **Feb,2023 – Present**

* Advocated for **safety protocols**, resulting in a reduction in workplace accidents. Implemented vision testing for employees as part of safety measures.
* Determines the **appropriate conveyor system** by scanning packages, reading labels and charts, verifying numbers, and memorizing information and sorts of packages accordingly. Utilized analytical skills to design efficient conveyor systems.
* Ensures all packages receive appropriate scan statuses. **Inspects and handles hazardous material damages** as per policy. Ensures all loose product is accounted for as per company policy. Utilizes data analysis to monitor package handling and identify areas for improvement.
* **Prioritizes workflow** to maximize the number of packages that can be resolved and sent out for delivery on the same day. Utilizes basic business process knowledge to prioritize tasks effectively.
* Frequently lift and move up to 30 pounds and occasionally lift and move up to 50 pounds.

**Digital Marketing Manager**

SJS Healthcare Pvt Ltd **Aug** **2017 – August 2022**

* Developed and executed **multi-channel digital marketing acquisition** campaigns, including paid media (Google Ads, Facebook Ads), email marketing, and website content updates.
* Developed and executed comprehensive communication strategies to enhance brand awareness and audience engagement.
* Created and managed written content, including reports, briefs, website copy, press releases, and newsletters, ensuring consistency and alignment with brand voice.
* Advised clients on advertising and sales promotion strategies, optimizing campaign effectiveness and conversion rates.
* **Assisted in the design and development** of brochures, marketing collateral, and corporate reports, supporting branding initiatives.
* Conducted **analytical marketing studies**, utilizing data-driven insights to refine marketing campaigns and improve ROI.
* Led online marketing campaigns, e-commerce initiatives, and website promotions, leveraging SEO, PPC, and social media strategies to **drive digital engagement**.
* Developed and executed multi-channel marketing strategies, aligning with business goals and target audience preferences.
* Managed and maintained digital databases, ensuring accurate data organization and streamlined marketing automation processes.
* Wrote and edited high-impact communications materials, including newsletters and press releases, to enhance public relations and corporate outreach.

**Delivered Project:** Planned, designed, and developed a WordPress-based website under the guidance of Senior Manager and MDs as well as performed digital marketing tactics to improve the overall company growth including web copy and tags. (<https://spshospitals.com/>).

all search engine optimization relationship management project management metrics leadership express client satisfaction analysis teamwork Digital Marketing Strategy & Execution ✅ Project Coordination & Stakeholder Management ✅ Performance Reporting & Data Analysis ✅ Microsoft Office (Excel, PowerPoint, Word) ✅ Google Suite (Docs, Sheets, Slides) ✅ Process Optimization & Workflow Management ✅ Multi-Project Management & Deadline Adherence ✅ Marketing Automation & CRM Tools ✅ Content Development & Presentation Design ✅ Problem-Solving & Decision Making project management process management organizational skills multitask ethics collaboration

**Key Skills:**

* **Email Marketing & Campaign Management** (Content creation, automation, A/B testing, audience segmentation)
* **Social Media Management** (Content strategy, scheduling, engagement, analytics)
* **Paid Advertising** (LinkedIn Ads, audience targeting, campaign optimization)
* **B2B Marketing & Lead Generation** (Database management, CRM utilization, lead nurturing)
* **Content Creation & Copywriting** (Technical writing, social media copy, email copy)
* **Marketing Analytics & Reporting** (Performance tracking, campaign optimization, KPI analysis)
* **CRM & Marketing Automation Tools** (Salesforce, HubSpot, ZoomInfo)
* **Graphic Design & Visual Content** (Canva, Adobe Creative Suite – preferred)
* **SEO & Digital Marketing** (Keyword research, web content optimization, content distribution)
* **Event Promotion & Strategy** (Omnichannel marketing, event branding, audience engagement)
* **Project & Time Management** (Multi-tasking, deadline-driven execution, collaboration)
* **Industry Research & Competitive Analysis** (Trend monitoring, audience insights, market positioning)

**Website Projects:**

**Project 1: SEO Strategy for Healthcare Website (**https://spshospitals.com)

**Challenge:** Low engagement and conversion rates from email campaigns for an industry-specific summit.
**Action:**

* Conducted A/B testing on subject lines, CTAs, and email copy to determine best-performing strategies.
* Segmented the email list based on engagement history, industry, and past event attendance.
* Designed personalized email sequences, including reminder emails, last-call promotions, and post-event follow-ups.

**Achievement:** Improved email open rates by 35% and click-through rates by 28%, leading to a 20% increase in event registrations.

**Project 2: SEO Optimization for E-commerce Website** (https://nilibar.com)

**Challenge:** The e-commerce website faced low organic traffic and poor product visibility. The client was struggling to attract relevant search engine users, and the competition was fierce.

**Action:** Conducted comprehensive keyword research using Ahrefs and SEMrush, optimized product pages for targeted long-tail keywords, and implemented internal linking strategies. Performed a detailed website audit to fix issues like slow page speed and missing metadata. Collaborated with the design team to improve user experience, making the site mobile-friendly and ensuring faster loading times.

**Achievement:** Increased organic traffic by 35%, improved keyword rankings by 50%, and reduced bounce rate by 20%. The website saw a significant improvement in conversions, with a 25% increase in sales during the following quarter.

**Education**

1. **Business Diploma Jan 2023 – April 2024**

Fleming College Toronto

1. **Master’s in computer application June 2017 – April 2019**

Lovely Professional University

1. **Bachelor’s in computer application April 2014 - March 2017**

Gujranwala Guru Nanak Khalsa College

**Volunteer Work**

1. **Student Ambassador Oct,2023 – April,2024**

Fleming College Toronto (Unibuddy)

* Acting as a bridge between students and the institution, providing feedback to enhance campus life and academics.
* Organizing and promoting campus events to build community and student engagement.
* Participated in the College’s promotional photoshoot campaigns in Fall 2023.
1. **Event Co-ordinator Feb,2022 - March,2022**

SJS Healthcare Pvt. Ltd

* Act as a stakeholder between different departments or teams involved in the event, ensuring clear communication and coordination to achieve common goals.
* Develop detailed event timelines and schedules to ensure all tasks are completed on time.

**Certifications**

* Certified Google Analytics 4 (GA4) – LinkedIn, Google
* Google Ads Certification - Google
* SEO – Hubspot
* Keyword Research – Hubspot
* Top Three Negotiation Myths - LinkedIn
* Marketing Tools – SEO (LinkedIn)
* Social Media Marketing – Social CRM (LinkedIn)
* Advanced Development using PHP + Digital Marketing

**Keywords Ranked:**

* best hospital in Punjab #3 (https://spshospitals.com)
* best hospital in Ludhiana #3 (<https://spshospitals.com>)
* breast augmentation in Visakhapatnam #12 ([https://vjclinics.com](https://vjclinics.com/))
* hair transtplant in vizag #9 (<https://vjclinics.com>)
* Liposuction Surgery in Visakhapatnam #8 (<https://vjclinics.com>)
* best orthopedic hospital in Ludhiana #5 (https://spshospitals.com)
* best orthopedic hospital in Punjab #2 (<https://spshospitals.com>)
* and many more….