Rhea Kapoor

Digital Marketing Executive

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PROFILE

Digital marketing executive with 2 years of experience running paid search, social media and email campaigns for e-commerce and education brands. Managed monthly ad budgets of Rs 6 lakh, reduced cost per lead by 28% and grew an Instagram page from 12,000 to 38,000 followers. Skilled in Google Ads, Meta Ads, GA4 and SEO basics, and clear in weekly reporting.

EXPERIENCE

Digital Marketing Executive, Brightlane Commerce — Feb 2024 – Present
Delhi, India

- Managed Google and Meta ad accounts with monthly spend of Rs 6 lakh across 4 campaigns.
- Reduced cost per lead by 28% through keyword cleanup, new audiences and better landing pages.
- Grew the brand Instagram page from 12,000 to 38,000 followers in nine months with reels and creator posts.
- Sent weekly email campaigns to 40,000 contacts with an average open rate of 27%.
- Built a weekly report in Looker Studio covering traffic, leads and spend for the founder.

Marketing Intern, Orchid Digital Studio — Jul 2023 – Jan 2024
Delhi, India

- Wrote 30 blog posts optimised for target keywords and tracked rankings in Search Console.
- Scheduled social media posts for five clients using Meta Business Suite.

EDUCATION

BBA, Marketing, Delhi University, SRCC — 2020 – 2023
Delhi, India | 8.0 CGPA

SKILLS

Google Ads | Meta Ads | SEO | Google Analytics 4 | Email marketing | Social media | Looker Studio | Canva | Keyword research | A/B testing

CERTIFICATIONS

Google Ads Search Certification, Google — Mar 2024

Meta Certified Digital Marketing Associate, Meta — Jun 2024

HubSpot Inbound Marketing, HubSpot Academy — Aug 2023