

Vishal Sandal

Digital Marketing Expert



Visit Portfolio
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Work Experience

Digital Marketing Manager CT Group



Managed Digital Marketing Operations for CT Public School, CT World School, CT Shahpur Campus, CT Maqsudan Campus, and CT Global Education Services

Aug 2024 to Current

Key Roles & Responsibilities

- Managed digital marketing activities for CT Public School, CT World School, CT Shahpur Campus, CT Maqsudan Campus, and CT Global Education.
- Handled an annual digital marketing budget of **₹1 Crore+** across multiple brands and campaigns.
- Planned and executed lead generation campaigns through Google Ads, Facebook Ads, Instagram Ads, and YouTube Ads.
- Developed admission marketing strategies to increase student inquiries and enrollments.
- Monitored campaign performance, optimized ad spend, and improved ROI through data-driven decisions.
- Managed website landing pages, conversion tracking, and marketing automation processes.
- Implemented Google Analytics, Meta Pixel, and UTM tracking for accurate performance measurement.
- Led social media marketing, content planning, and online brand management initiatives.
- Coordinated with admission, creative, and content teams to ensure successful campaign execution.
- Prepared performance reports, market analysis, and strategic recommendations for senior management.

SEO Executive

Maxxmann Communications



June 2023 to 2024 Aug

- Optimize website content for SEO ranking and user engagement.
- Manage Google Ads campaigns to maximize ROI and visibility.
- Conduct keyword research for targeting and optimization strategies.
- Analyze website traffic data and implement performance-driven improvements.
- Monitor ad spend and adjust budgets for optimal campaign performance.
- Collaborate with content creators to align SEO and advertising efforts.
- Stay updated on search engine algorithms and industry trends.
- Implement A/B testing for ads and landing pages to enhance effectiveness.
- Generate reports on SEO and advertising metrics for stakeholders.
- Develop digital marketing strategies to achieve organizational objectives.
- Utilize social media platforms for brand visibility and engagement.
- Implement email marketing campaigns for lead nurturing and conversions.
- Develop strategic partnerships for cross-promotional opportunities.
- Monitor online reputation and address customer feedback promptly.
- Stay abreast of emerging technologies for innovative marketing approaches.



Digital Marketing Expert I Technogs

Jan 2022 to June 2023

- Managed a team of marketing professionals to ensure the success of marketing campaigns.
- Tracked, analyzed, and reported data on digital marketing campaign performance.
- Researched keywords relevant to the marketing efforts of clients.
- Analyzed past marketing initiatives and revamped the company's marketing efforts to keep readers and attract new ones.
- Executed Organic & Paid Media Campaigns.
- Live Broadcasting on Social Media.
- Focused on increasing brand awareness and increasing site traffic.
- Client handling and Resolved issues
- Promote Immigration Projects of Clients
- Leading the Team of Social Media Marketing
- Improved efficiency by 30% by creating accurate and comprehensive Campaigns for Better Results
- Meta Ads (Business Manager) Handling
- Budget Handling
- Facebook Ads Team Handling
- Generate High Results Targeting Ads



Digital Marketing Executive

Godwit Overseas

July 2020 to January 2022

- Oversaw financial and budgeting activities.
- Developed and implemented money-saving strategies while increasing productivity.
- Successfully assisted with the management of a company.
- Upheld company best practices.
- Remained dedicated to emerging technology and the latest digital marketing concepts.

Languages

- English
- Hindi
- Punjabi

Hobbies

- Cooking
- Reading

Project Handle

Gyan Path (YouTube Channel)

Creating High-Class Quality Content for viewers for the growth of the channel. Keywords Research, Title, Video Editing, Thumbnail , YouTube SEO.

Technogs Website Design

Designing the Company Website in Wordpress (elementor) & Indexing all Pages in Google Search Console.

Real Dream Homes (Real Estate)

Quality Leads Generation with the help of social media marketing ads & google ads. Listing in Just Dial Design Website Landing Page in Google Sites.

Sir DP (Immigration)

Website SEO, Social Media Handles, Facebook Ads, Content Creation and Research,

Qua Hair (Website SEO) USA Client

It was a Shopify Website & I Have done Listing all the pages in Google Search Results and On Page SEO.

Brilliant Immigration

Generation High-Quality Leads with the help of Social Media Ads. I have also Done Social Media Pages Optimization.

Visa Square (Panchkula)

Social Media Prescence Creation and Listing Business in Google My Business. They got Good Leads from GMB.

Wajood - The Public TV

Facebook Ads, Instagram Account and YouTube Channel Handling. Creating Strategy to grow their channel

About Me

- Proven track record of driving successful digital marketing campaigns
- Extensive knowledge of various digital marketing channels and strategies
- Strong analytical skills to measure and optimize campaign performance
- Expertise in SEO, social media marketing, content marketing, and paid advertising
- Ability to create engaging and compelling content that resonates with target audiences
- Excellent communication and collaboration skills to work effectively with cross-functional teams
- Up-to-date with the latest trends and best practices in digital marketing
- Results-oriented mindset, focused on achieving measurable business goals
- Proactive in identifying opportunities and implementing innovative marketing strategies
- Adaptable and able to thrive in a fast-paced, dynamic environment.

Area's of Experience

- SEO Tools
- CRM - NPF
- Canva
- Google Analytics
- Google Search Console
- Social Media Tools
- Zoho CRM
- GA4 Tag
- Adobe Photoshop
- Wordpress
- Graphic Designing Tools
- Email Shooter
- WhatsApp Marketing
- Influencer Marketing
- Website Audit
- Wondershare Filmora
- Adobe Premiere Pro
- Click Funnel

Education History



MBA
Marketing & Business Analytics
CT Group of Institutions
2025-2027



Post Graduate Diploma in
Computer Applications |
Rayat Bahra University
2022-2023 (Pursuing)



B.Tech (ECE) | CT College of
Engineering Management &
Technology
2015 - 2019



XII Non-Medical | PSEB
2013 - 2015