

Rehan Rao

Digital Marketing
Executive · FICTIONAL
SAMPLE
Pune, India

Skills

campaign coordination

Applied to integrated launch campaign through documented preparation, execution and review.

content calendars

Applied to marketing reporting routine through documented preparation, execution and review.

analytics

Applied to landing-page optimisation through documented preparation, execution and review.

SEO basics

Applied to integrated launch campaign through documented preparation, execution and review.

email campaigns

Applied to marketing reporting routine through documented preparation, execution and review.

social publishing

Applied to landing-page optimisation through documented preparation, execution and review.

landing pages

Applied to integrated launch campaign through documented preparation, execution and review.

reporting

Applied to marketing reporting routine through documented preparation, execution and review.

Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. Digital Marketing Executive with an illustrative 13-year career in digital acquisition, lifecycle marketing and performance measurement. Combines campaign coordination, content calendars, analytics with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes integrated launch campaign, marketing reporting routine and landing-page optimisation. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced digital marketing executive opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in Digital Marketing. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable digital acquisition, lifecycle marketing and performance measurement work: understand the context, apply campaign coordination and content calendars, record the evidence and explain the limitations before handover.

Experience

Digital Marketing Executive - Meridian Digital Marketing (fictional)

2022-07 - Present

Independent ownership of scoped digital marketing executive work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Coordinated assets and a shared measurement plan. Standardised reporting windows and definitions. Led brief clarification and prioritised work using campaign coordination, content calendars and analytics. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a campaign or channel brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of seo basics and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Digital Marketing Executive - Northline Digital Marketing (fictional)

2018-07 - 2022-06

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in analytics and seo basics. Reviewed message hierarchy and tested a focused enquiry journey. Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner. Applied email campaigns and social publishing to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.

Rehan Rao

Digital Marketing
Executive · FICTIONAL
SAMPLE
Pune, India

Certifications

Marketing measurement lab
Meridian Professional
Learning Studio (fictional)
2023 continuing learning -
not a licence or
certification Campaign
coordination and seo basics
in the context of digital
marketing executive work.
Used reflective exercises
and a bounded practice
example related to
integrated launch campaign.

Audience research workshop
Meridian Professional
Learning Studio (fictional)
2024 continuing learning -
not a licence or
certification Content
calendars and email
campaigns in the context of
digital marketing executive
work. Used reflective
exercises and a bounded
practice example related to
marketing reporting
routine.

**Creative experimentation
practicum**
Meridian Professional
Learning Studio (fictional)
2025 continuing learning -
not a licence or
certification Analytics and
social publishing in the
context of digital
marketing executive work.
Used reflective exercises
and a bounded practice
example related to
landing-page optimisation.

Languages

English
professional working -
fictional sample

Hindi
professional working -
fictional sample

Prepared a experiment and performance review so the next
team could understand the work and remaining questions.
Illustrative career responsibilities. Employer confirmation
and underlying work records are not supplied.

Digital Marketing Executive - Cedarbridge Digital Marketing (fictional)

2015-07 - 2018-06

Progressed from supported tasks to independently managed
assignments, with review available for unfamiliar or
higher-risk decisions. Handled recurring work involving
campaign coordination and content calendars using a
documented preparation and review process. Supported
marketing reporting routine by organising inputs,
maintaining issue notes and incorporating reviewer
feedback. Coordinated colleagues and internal stakeholders
using concise status updates, clear questions and agreed
next steps. Improved record consistency through landing
pages and documented handover expectations. Illustrative
career responsibilities. Employer confirmation and
underlying work records are not supplied.

Assistant Digital Marketing Executive - Cedarbridge Digital Marketing (fictional)

2013-07 - 2015-06

Built practical foundations through supervised assignments,
routine documentation and feedback from experienced
colleagues. Assisted with campaign coordination and
analytics within an agreed scope and escalated unfamiliar
work. Prepared inputs and checked completeness before
passing work to the responsible reviewer. Maintained task
records and learned to communicate assumptions, constraints
and observed problems clearly. Applied review feedback to
subsequent assignments and developed a dependable working
routine. Illustrative career responsibilities. Employer
confirmation and underlying work records are not supplied.

Education

MBA in Digital Marketing - Asterbridge Institute of Professional Studies (fictional institution)

2011-07 - 2013-05

completed - fictional record campaign coordination content
calendars SEO basics Specialist study on integrated launch
campaign; an illustrative learning project, not a published
result.

BBA in Marketing - Cedarhaven College of Applied Studies (fictional institution)

2008-07 - 2011-05

completed - fictional record analytics email campaigns
social publishing Applied coursework in campaign
coordination, documentation and reviewed practical
assignments.

Rehan Rao

Digital Marketing

Executive · FICTIONAL

SAMPLE

Pune, India

Projects

Integrated launch campaign

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Channels carried inconsistent launch messages. Objective: Create a workable response to this issue through campaign coordination, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Digital Marketing Executive; owned the stated workstream, not the full organisation or every collaborator contribution. Coordinated assets and a shared measurement plan. Prepared the scope with the commissioning team, identified unresolved inputs and used campaign coordination to turn the brief into a sequenced work package. Applied content calendars and analytics while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: campaign coordination; content calendars; analytics; SEO basics Deliverables: Integrated launch campaign - scoped brief; Integrated launch campaign - reviewed working package; Integrated launch campaign - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a campaign or channel brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for integrated launch campaign, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Marketing reporting routine

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Teams assembled reports from incompatible dates. Objective: Create a workable response to this issue through content calendars, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Digital Marketing Executive; owned the stated workstream, not the full organisation or every collaborator contribution. Standardised reporting windows and definitions. Prepared the scope with the commissioning team, identified unresolved inputs and used analytics to turn the brief into a sequenced work package. Applied seo basics and email campaigns while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: content calendars; analytics; SEO basics; email campaigns Deliverables: Marketing reporting routine - scoped brief; Marketing reporting routine - reviewed working package; Marketing

Rehan Rao

Digital Marketing
Executive · FICTIONAL
SAMPLE
Pune, India

reporting routine - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a measurement specification and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for marketing reporting routine, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Landing-page optimisation

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Visitors lacked a clear next step. Objective: Create a workable response to this issue through analytics, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Digital Marketing Executive; owned the stated workstream, not the full organisation or every collaborator contribution. Reviewed message hierarchy and tested a focused enquiry journey. Prepared the scope with the commissioning team, identified unresolved inputs and used email campaigns to turn the brief into a sequenced work package. Applied social publishing and landing pages while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: analytics; SEO basics; email campaigns; social publishing Deliverables: Landing-page optimisation - scoped brief; Landing-page optimisation - reviewed working package; Landing-page optimisation - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a experiment and performance review and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for landing-page optimisation, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Achievements

Integrated launch campaign

Coordinated assets and a shared measurement plan. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Marketing reporting routine

Standardised reporting windows and definitions. The achievement is the described workstream contribution;



Rehan Rao

Digital Marketing
Executive · FICTIONAL
SAMPLE
Pune, India

independent outcome evidence is not supplied.

Landing-page optimisation

Reviewed message hierarchy and tested a focused enquiry journey. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

