



REHAN RAO

Digital Marketing Executive

campaign coordination, content calendars, analytics

Pune, India | rehan.rao@example.com | ROLE 12-01

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

13 years

ILLUSTRATIVE CAREER

4

CAREER APPOINTMENTS

3

WORK EXAMPLES

2

EDUCATION RECORDS

CORE COMPETENCIES

campaign coordination / content calendars

analytics / SEO basics

email campaigns / social publishing

landing pages / reporting

PROFESSIONAL MISSION

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.

Career family: Digital Marketing & Growth | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Digital Marketing Executive

Meridian Digital Marketing (fictional)

Jul 2022 - Present | Pune, India

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)

Jul 2018 - Jun 2022 | Pune, India

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.
- 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.

PROFESSIONAL WORKING PRINCIPLES

- Link campaigns to a clear audience, proposition and measurable journey.
- Separate attributed performance from causal claims and state tracking limitations.
- Use approved creative, consent-aware data handling and documented experiment decisions.

PROFESSIONAL EXPERIENCE / EARLIER

Digital Marketing Executive

Cedarbridge Digital Marketing (fictional)

Jul 2015 - Jun 2018 | Pune, India

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)

Jul 2013 - Jun 2015 | Pune, India

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.

SELECTED CONTRIBUTIONS

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; 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.

SELECTED WORK / 01

Integrated launch campaign

P1 | Jan 2023 - Jun 2023 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

SPECIALIST PRACTICE

Measurement discipline

The sample focuses on campaign coordination, content calendars, analytics. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on campaign coordination and seo basics for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of marketing reporting routine, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

SELECTED WORK / 02 AND 03

Marketing reporting routine

P2 | Jan 2024 - Jun 2024 | Meridian Digital Marketing (fictional)

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.

Ownership. 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

Delivered. Marketing reporting routine - scoped brief; Marketing reporting routine - reviewed working package; Marketing reporting routine - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

Landing-page optimisation

P3 | Jan 2019 - Jun 2019 | Northline Digital Marketing (fictional)

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.

Ownership. 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

Delivered. Landing-page optimisation - scoped brief; Landing-page optimisation - reviewed working package; Landing-page optimisation - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

EDUCATION AND SPECIALIST LEARNING

MBA in Digital Marketing

Asterbridge Institute of Professional Studies (fictional institution)

Jul 2011 - May 2013 | completed - fictional record

Focus: 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)

Jul 2008 - May 2011 | completed - fictional record

Focus: analytics, email campaigns, social publishing. Applied coursework in campaign coordination, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Marketing measurement lab (2023). 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 (2024). 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 (2025). 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.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: rehan.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.