

Rehan Rao

Digital Marketing Executive

RR

Pune, India rehan.rao@example.com Fictional sample

01 Professional profile

Digital Marketing Executive with an illustrative 11-year career focused on integrated campaigns, content execution and campaign reporting. Core strengths include Campaign planning, Content calendars and Email marketing. Selected examples describe the challenge, contribution and handover materials.

02 Professional experience

Jul 2022 – Present

Digital Marketing Executive

Asterline Growth Studio · Pune

Delivered defined workstreams in integrated campaigns, content execution and campaign reporting, coordinating reviewers and delivery partners.

- Coordinated a single audience brief and campaign calendar with consistent tracking conventions.
- Reviewed link tagging and form events, then documented the limits of channel attribution.

Jul 2018 – Jun 2022

Digital Marketing Executive

Northmere Growth Studio · Pune

Built a scoped practice in integrated campaigns, content execution and campaign reporting, with a defined review process.

- Used campaign planning and web analytics on assigned work; recorded decisions so colleagues could understand the approach.
- Prepared handover materials and incorporated specialist feedback before closing the workstream.

Jul 2015 – Jun 2018

Marketing Associate

Cedarfield Growth Studio · Pune

Built foundations through supported assignments, observation and practical feedback.

- Assisted with content calendars and landing pages, checking work with an experienced reviewer.
- Kept organised work records and developed clear handover habits through supervised practice.

EXPERTISE

Core capabilities

Campaign planning

Content calendars

Email marketing

Web analytics

Landing pages

Campaign tagging

SELECTED WORK

Course launch campaign

Campaign kit and reporting view

Lead journey cleanup

Tracking plan and measurement notes

LANGUAGES

English - professional working

Hindi - professional working

CAREER CONTEXT

11 years in this illustrative career.

Three appointments.

Full work examples on page 2.

03

Campaigns & experiments

Connect the message to the moment.

WORK EXAMPLE 01 / ILLUSTRATIVE

Course launch campaign

Context

Email, social and landing pages used inconsistent messaging.

Contribution

Coordinated a single audience brief and campaign calendar with consistent tracking conventions.

Prepared for handover

Campaign kit and reporting view

WORK EXAMPLE 02 / ILLUSTRATIVE

Lead journey cleanup

Context

Teams could not trace enquiry sources reliably.

Contribution

Reviewed link tagging and form events, then documented the limits of channel attribution.

Prepared for handover

Tracking plan and measurement notes

04

Education

2013 – 2015

MBA in Digital Marketing

Asterbridge Institute of Professional Studies

Specialist study with a practice focus on campaign planning and content calendars.

2009 – 2013

Bachelor-level study in the relevant discipline

Cedarhaven College of Applied Studies

Foundation study, practical assignments and supervised learning. Fictional institution and qualification record.

05

Professional development

2024

Campaign planning - advanced practice workshop

Scenario exercises and peer review in integrated campaigns, content execution and campaign reporting.

2025

Web analytics - reflective practice seminar

Applied learning reviewed through a bounded example and a written reflection.

Continuing learning examples, not licences or independently verified certifications.

06

Practice & evidence notes

Work focus	Evidence status	Contribution scope
Integrated campaigns, content execution and campaign reporting	Illustrative work descriptions; no source artefacts attached	Owned the stated workstream, not all team outcomes

Every employer and institution in this CV is fictional. The two work examples describe individual contributions; supporting artefacts and externally measured outcomes are not supplied. Replace example information with accurate records and permission-cleared work before using this CV.