

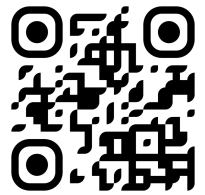
HEMIN GHELA

Marketing Technology Associate

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Social Links <https://ghe.la>

PROFESSIONAL SUMMARY

Enthusiastic Marketing Technology specialist with 8+ years blending **digital transformation**, **marketing automation**, and **customer engagement** with a strong foundation in **D2C marketing for e-commerce**. Passionate about using technology and data to accelerate D2C growth initiatives, coupled with expertise in **SaaS**, **content funnel optimization**, **multichannel campaign** execution, and **UI/UX for effective marketing delivery**.

CORE TECHNICAL SKILLS

- Content Creation: **Copywriting**, Technical Documentation, **Content Strategy**
- CMS Platforms: WordPress, Shopify, Odoo
- Design: Figma, Adobe XD, **Canva**, PowerPoint/Keynote, **Elementor**, **PageFly**
- E-Commerce: **Shopify/WooCommerce** Customization & Integration, **Conversion Rate Optimization**
- Digital Marketing & Ads: SEO, **Email Marketing**, **Meta & TikTok Ads**, Retargeting, **Funnel Design**, **A/B Testing**
- Productivity & Analytics: Google Analytics, Social Media Insights, Excel/Google Sheets, Trello, Data-Driven Reporting
- Client Collaboration & Communication: Project Scoping, **Client Briefing**, Feedback Management, **Remote Collaboration**
- Traits: **Curious**, organized, adaptable, tech-forward, **resourceful**, Hyperfocused, **Creative Thinker**, **Resilient**.

PROFESSIONAL EXPERIENCE

E-Commerce & Marketing Consultant | *Freelance* | Jul 2020 – Present

- Helped a **local dental clinic** attract new patients by building **SEO-optimized landing pages** and **automating appointment** reminder emails—resulting in a **3x increase** in online bookings.
- Created full-funnel ad strategies for **real estate agents**, combining Facebook Lead Ads with hyperlocal SEO and automated follow-ups, generating a **consistent flow** of qualified **homebuyer leads**.
- Supported **D2C wellness brands** with blog content and **influencer-led Instagram campaigns**, increasing **organic traffic by 60%** and boosting email subscriber rates.
- Built a sleek website and Google My Business presence for a **local pizzeria**, paired with **geo-targeted ads** and QR-driven promotions—leading to a **40% increase in local foot traffic** and takeout orders.
- Set up **performance dashboards** using Google Analytics, Meta **Insights**, and **UTM tracking** to help clients **monitor conversions, engagement, and ROI**.
- Delivered **monthly branded performance reports** with visual heatmaps, keyword ranking changes, and **campaign insights** to guide **future marketing decisions**.

- Implemented and managed a **full-stack content marketing** platform using Odoo, enabling **automated publishing** workflows, **CRM integration**, and lead tracking for B2B manufacturing client.
 - Led SEO and digital analytics programs, **improving keyword rankings** and increasing inbound **traffic by 40% over 12 months**.
 - Conducted **segmentation** of B2B **target audiences** to tailor content campaigns and technical documentation.
 - Designed **conversion-focused** microsites and **landing pages** for key product verticals, **enhancing campaign performance**.
 - Developed **marketing dashboards** using **Google Data Studio** to report on **KPIs** such as bounce rates, lead sources, and content engagement.
 - Collaborated with **cross-functional teams** including engineers and sales to ensure **unified messaging** and accurate technical representation in all digital materials.
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EDUCATION

M.Tech in Information Technology
William Carey University – India
2014 – 2016

B.Tech in Information Technology
William Carey University – India
2010 – 2014

CERTIFICATIONS

Google Digital Marketing & E-commerce
Coursera - December 2023
<https://ghe.la/GDME>

Inbound Marketing
HubSpot Academy - May 2025
<https://ghe.la/IMHA>

PROJECTS & ACCOMPLISHMENTS

- **E-commerce Campaign Overhaul:** Managed a Shopify store with targeted SEO content, raising sales by **35% in 3 months**.
- **Marketing Analytics Integration:** Created custom dashboards for social + website metrics using Google Analytics and Data Studio.
- **CMS Optimization:** Migrated content from **legacy CMS to Odoo**, reducing page errors and improving update efficiency.
- **Conversion Rate Optimization (CRO) Initiative:** Led **A/B testing** initiatives across key e-commerce product pages and marketing landing pages, resulting in a **12% uplift in conversion** rates by **optimizing calls-to-action**, layout, and user pathways.