

NAVEEN DUBEY

Social Media Marketing Consultant | **5+ Years of Work Experience**

I am a passionate social media marketing consultant and digital marketer with extensive experience in using current technology and best practices to deliver best results to my clients.

I enjoy helping business to grow their brand and social media presence through effective social media marketing strategies. With more than four years of experience in the field, I have managed to create and execute effective social media strategies that are result oriented.

I have managed **Social Media Ads** with a spending more than **50,000 USD** for several industries such as **AI, Entertainment, Business Coaches, Sports, Real Estate, E-commerce, Information Technology, Medical Products** etc.

I have run social media Ads with proven results on several type of campaigns :-

PAGE LIKE | Post engagement | Lead Generation | Purchase | Event Marketing | App Installation |
| Brand Awareness |



SKILLS AND ABILITIES

- ✓ Social Media Content research, creation & distribution
- ✓ Social media marketing, strategies and engagement
- ✓ Social media paid advertising
- ✓ Enterprise marketing strategy and development
- ✓ Lead generation
- ✓ Creating engaging social media images, videos and campaigns
- ✓ Social media posting and finding influencers
- ✓ Moderation of multiple social networks including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Quora, Google+, Reddit, Tiktok and more

WORK EXPERIENCE

SOCIAL MEDIA MANAGER FOR A B2B TECH STARTUP

(Aug 2019 – April 2020)

This task involved managing the social media presence of a B2B Tech Startup through monitoring articles and discussions in their social media pages. I would later on point out the areas that they needed to work on to improve the rate of engagement. Identify high value content that can be retweeted, shared or written about.

Build followers on LinkedIn & Twitter.

<https://twitter.com/IncConcentric>

<https://www.linkedin.com/company/concentricinc/>



SOCIAL MEDIA CAMPAIGN MANAGER FOR AN OLYMPIC & YOUTH SAILING COACHING SERVICE PROVIDER

(Aug 2019 – Present)

SailCoach is a coaching service provider to Olympic and Youth sailors. My task at the organization involves creating and executing their social media campaigns on Facebook, Instagram, Twitter, TikTok. This is with the aim of increasing their reach in the Malta SailBase. The project deliverables that I brought forward included developing engaging content that will increase engagement to the campaign and analyzing feedback & Interacting with comments and solve any Inbound issues. SailCoach offers coaching services to Olympic and Youth sailor from our Malta SailBase and is set up as a, not for profit organisation.

We're looking for an experienced social media marketer to create/build out our social media campaigns. We need help with marketing our Malta SailBase such as expanding our reach, getting a new campaign off the ground, creating content for an ongoing campaign, etc.

The company has been going 24 years and has engagement on Facebook, Instagram and Twitter. I am working with them for more than a year now.

https://www.instagram.com/sailcoach__making_you_better/
<https://www.facebook.com/SailCoach>





SOCIAL MEDIA MARKETING FOR MEDICAL PRODUCT- ANESTAND THE WORLD'S FIRST ANESTHESIA STAND.

(July 2021 – Present)

We run a lead generation campaign for Anestand. We created a Lead generation form where Anesthesiologist need to submit their email, contact number, city and request a free trial of Anestand. We targeted anesthesiologists as we were working with a B2B market. For creatives we use to apply pictures provided by Anestand Team and use to write creative text explaining the problem Anesthesiologists face in optimizing their work space and how Anestand can solve them. We targeted the USA as our audience and got a great response. Whenever we get a lead from the lead generation campaign, we save the lead in a sheet and share it with the Anestand sales team. This strategy helped us to promote Anestand to a lot of Anesthesiologists in the USA.

Anestand sponsored a few events in New York and in California for marketing their medical product, their first event The Anesthesiology Annual Meeting held in San Diego California, and their second event named PGA75 was held in New York City for both the events we ran ads on Facebook and Instagram targeting the location of New York city and California with a radius of approx 100 miles and brand awareness campaign objective.

<https://www.facebook.com/anestand>

https://www.instagram.com/anestand_inc/



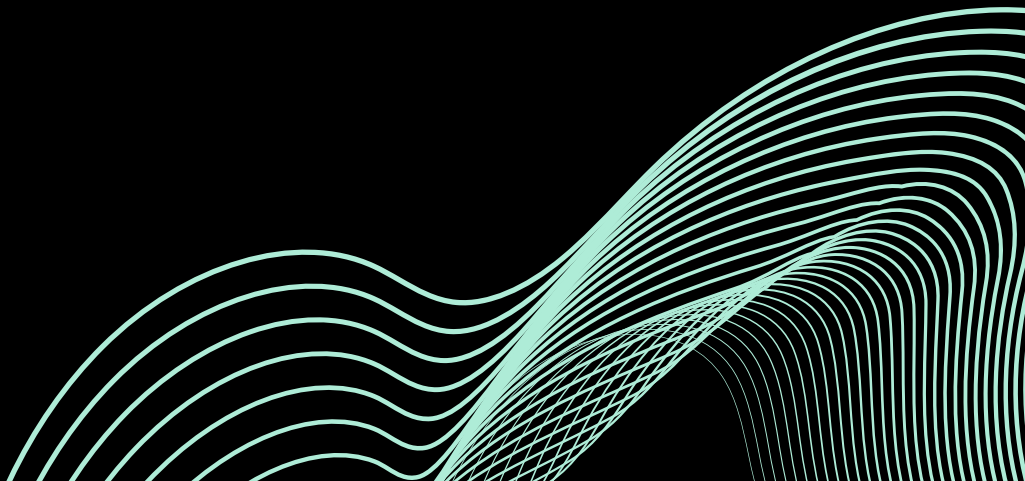


SOCIAL MEDIA MARKETING FOR BRAND RELATED TO APPAREL & CLOTHING NAMED TECHI APPAREL

(October 2021 – Present)

Techi apparel is a brand related to clothing, especially loungewear; the main task was to create an immense reach and awareness of the brand among the audience and generate leads for them. For the starting few months, Techy apparel didn't launch their products, so we posted stuff like launching soon, coming soon of the products, creatives related to loungewear in general, their products quality, and its value points on the social media account of Techy apparel. The main objective of Techy apparel was to Maintain their Facebook and Instagram pages to have people provide their email addresses if they are interested in obtaining major discounts in the opening sale. So regarding this, we started a campaign of (Lead Generation) so that an email list can be built and that list can be used for future use, majorly we targeted the audience of Australia's top cities. Through our daily social media post, we successfully grabbed audience attention, and social media accounts of techy were running great. We ran ads related to giveaways, discounts on Facebook, and Instagram accounts, and that performed great.

<https://www.facebook.com/TechiApparel>
<https://www.instagram.com/techiapparel/>





SOCIAL MEDIA MARKETING (TWITTER, FACEBOOK AND PINTEREST)

(Nov 2019 – Dec 2019)

This was an online marketing campaign, which targeted the elderly population in the US. The campaign was about the Hollywood actors in the country of the mid-20th century. As per the requirements of this work,

I researched on creative and relevant content that would increase reach on Facebook. Besides that, I scheduled the content on Buffer to showcase around 60 posts each week.

I worked on this project that lasted about a year. I was able create from scratch a Facebook presence with about 20.000 fans and an engagement of 15% on average. I was very engaged on the task, bringing good ideas, energy, time and skill.



<https://www.facebook.com/ClassicMovieDocs>



SOCIAL MEDIA ADS CAMPAIGN MANAGER

(April 2020)

I have worked with an e-commerce store with the responsibility of uploading and managing their Facebook campaigns. With my extensive knowledge of Facebook policies, I used the set parameters and analyzed Facebook analytics to upload their campaign Ads. I have also launched successful Instagram Ads campaigns.

FACEBOOK GROUP AND CONTENT MANAGEMENT FOR A FEMALE BUSINESS COACH

I am handling the FB group “Growing Women Entrepreneurs Business and Lifestyle in 2020” <https://www.facebook.com/groups/538497130427807/> of my Business Coach client from Germany. I promote her business launch to get more Female Entrepreneurs to register into her FB Group for a series of workshops. I run FB Ads, promote FB live event, Host Watch Parties, Do email marketing to get more attendees for her live videos. I also play a part of VA by engaging & inviting members from other Big Female Entrepreneur Facebook groups such as <https://www.facebook.com/groups/womenbizowners> & drive users from those FB groups to join my clients FB group.



ACHIEVEMENTS

A **100%** SUCCESS RATE ON UPWORK

TOP RATED SOCIAL MEDIA MARKETING CONSULTANT ON
UPWORK WITH MORE THAN **4000** PROJECT HOURS

TRUSTED BY A HUGE BASE OF CLIENTS ACROSS THE GLOBE

5-STAR RATINGS ON **95%** PROJECTS

SOCIAL MEDIA CAMPAIGNS PERFORMANCE

| Results ▾ | Cost per Result | Amount Spent |
|---------------------|------------------------|--------------------|
| 1,965 Page Likes | €0.13 Per Page Like | €248.96 of €248.96 |

FB Page Like Ad for an Entertainment Industry Client.

| Results ▾ | Reach | Impressions | Cost per Result |
|-----------------------|--------|-------------|--------------------------|
| 320 Event Respo... | 29,376 | 37,410 | €0.09 Per Event Re... |

FB Event campaign for a FB Live Event.

| Amount Spent | Results ▾ | Cost per Result |
|--------------|----------------|--------------------|
| \$3,670.80 | 1,127 Leads | \$3.26 Per Lead |
| \$3,248.48 | 1,024 Leads | \$3.17 Per Lead |

Lead Generation Campaign for an AI Startup (Beta Testers)

| | |
|------------|---------------|
| 1,226 | €0.05 |
| Page Likes | Per Page Like |
| 1,172 | €0.02 |
| Page Likes | Per Page Like |
| 1,147 | €0.03 |
| Page Likes | Per Page Like |

SailCoach Page Like Campaign

| | | |
|-----------------------------------|-------------|-----------------------------|
| Sell through social source | | View report |
| Facebook | € 16,894.91 | ↑ 9% |
| Instagram | € 6,871.61 | ↓ 33% |

SailCoach Page Like Campaign

| Results ▾ | Cost per Result | Amount Spent |
|-------------------------|---------------------------|------------------|
| 21,584 Post Engag... | €0.001 Per Post Eng... | €30.00 of €30.00 |

Instagram Post Engagement Campaign for a Client in Sports Industry.

| Off / On | Campaign Name | Budget | Attribution Setting | Results ▾ | Amount Spent ▾ | Reach ▾ | Impressions ▾ | Cost per Result ▾ |
|-------------------------------------|------------------------------------------|--------------------|---------------------|-------------------------|----------------|---------|---------------|---------------------------------|
| <input checked="" type="checkbox"/> | Lead Generation Campaign | Using ad set bu... | 7-day click | 92 On-Facebook Leads | \$758.53 | 15,006 | 29,474 | \$8.24 Per On-Facebook Le... |

Facebook Lead Generation Campaign for a Client in Automobile Industry.

| <input type="checkbox"/> | Off / On | Campaign Name | Mobile App Installs | Bid Strategy | Budget | Attribution Setting | Reach | Impressions | Cost per Result | Amount Spent |
|--------------------------|-------------------------------------|--------------------------------|---------------------|--------------|------------------|---------------------|--------|-------------|----------------------------------|--------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | PNB School App IOS Users India | 47 | Lowest cost | \$20.00 Daily | 1-day click | 67,458 | 132,822 | \$3.63 Per Mobile App Install | \$170.60 |


Anesthesia Mobile App Install Campaign

| Campaign Name | Delivery | Bid Strategy | Budget | Attribution Setting | Results ↓ | Reach | Impressions | Cost per Result |
|--------------------------|----------|--------------|-----------------|---------------------|---------------------------|--------|-------------|-----------------------|
| Virtual Retreat Workshop | Off | Lowest cost | €75.00 Daily | 7-day click | .127 [2] Website Leads | 23,788 | 38,694 | ₹4.01 [2] Per Lead |


Virtual Retreat Workshop Facebook Ad

| Campaign Name | Bid Strategy | Budget | Leads ↓ | Reach | Impressions | Amount Spent |
|-------------------|--------------|-----------------|---------|--------|-------------|--------------|
| TOF - Conversions | Lowest cost | €30.00 Daily | 471 [2] | 91,249 | 191,368 | €2,094.97 |

Social Automation Pro Beta Testing Facebook Ads

| <input type="checkbox"/> | Off / On | Campaign name | Delivery | Amount spent | Results ↓ | Cost per result | Starts | Ends |
|--------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------|--------------------------|----------------------------------|-------------|---------|
| <input type="checkbox"/> | <input type="checkbox"/> |  Anestand Lead Generation Campaign <small>View Charts Edit Duplicate Pin</small> | Off | \$2,647.28 | 249 On-Facebook Leads | \$10.63 Per On-Facebook Le... | Aug 3, 2021 | Ongoing |

Medical Product Lead Generation Campaign

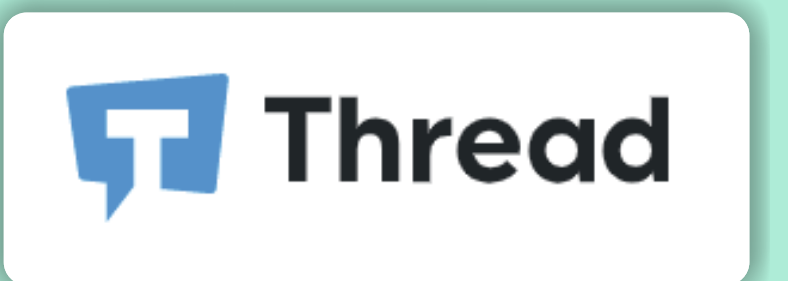
| <input type="checkbox"/> | Off / On | Campaign name | Bid strategy | Delivery ↑ | Results | Cost per result | Starts | Ends | Budget | Attri settli |
|-------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------|-----------------------|---------------------|--------------|---------|--------------------|--------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |  New Campaign - Adset Level Budget | Using ad set bid... | Active | 638 [?] Website Leads | \$1.44 [?] Per Lead | Nov 22, 2021 | Ongoing | Using ad set bu... | 7-da |

Fashion Lead Generation Campaign

| <input type="checkbox"/> | Off / On | Campaign name | Delivery | Amount spent | Results ↓ | Cost per result | Starts | Ends |
|-------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------|----------|--------------|----------------------------------|----------------------------------|--------------|---------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> |  Introducing Anestand | Off | \$689.33 | 4,880 Estimated Ad Recall ... | \$0.14 Per Estimated Ad Re... | Jan 25, 2021 | Ongoing |

Medical Product Event Brand Awareness Campaign

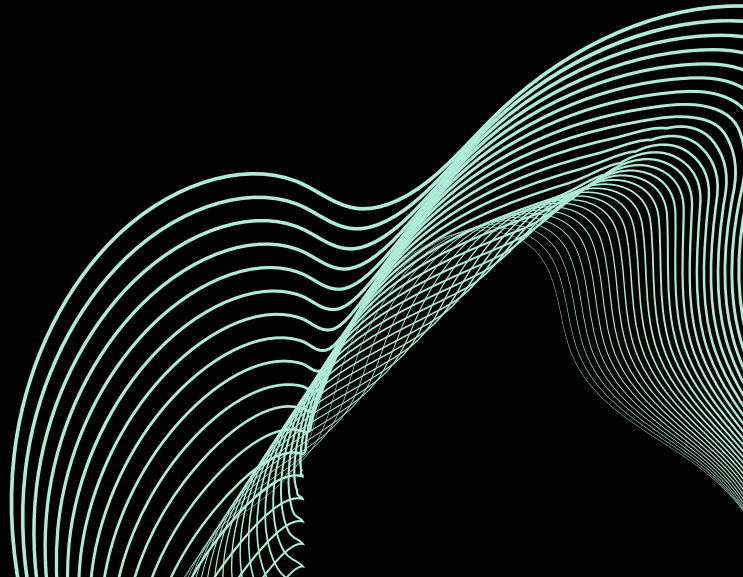
COMPANIES I HAVE WORKED WITH





I have worked on several social media tools & few email marketing tools too :-

- LINKEDIN SALES NAVIGATOR FOR B2B LEADS GENERATION.**
 - BUZZSUMO FOR CONTENT RESEARCH & FINDING INFLUENCERS.**
 - HOOT SUITE & BUFFER FOR SOCIAL MEDIA POSTING.**
 - E CLINCHER FOR SOCIAL MEDIA POSTING & FINDING INFLUENCERS.**
 - LEMLIST & GETRESPONSE FOR EMAIL MARKETING**
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- ✓ **WAVE VIDEO & PROMO.COM FOR CREATING ENGAGING SOCIAL MEDIA VIDEOS.**
 - ✓ **JARVEE FOR SOCIAL MEDIA AUTOMATION.**
 - ✓ **KICKSTA FOR BOOSTING REAL & TARGET IG FOLLOWERS.**
 - ✓ **LINKED HELPER FOR LINKEDIN AUTOMATION.**
 - ✓ **AWARIO FOR MONITORING SOCIAL MEDIA CONVERSATIONS.**
 - ✓ **HEADLINER APP FOR MAKING AUDIOGRAMS.**
 - ✓ **JARVEE FOR SOCIAL MEDIA AUTOMATION**
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Client TESTIMONIALS

Testimonials



Working with Naveen was a pleasure. Our Company is growing fast, and for the time when Naveen was working with us, we applied a lot of new marketing strategies. He applied all techniques and software without any problem! He was responsible for our all marketing strategies right from Instagram, Facebook, Twitter & YouTube marketing to Email Campaigns, and he manages it without any problems! We recommend Naveen for everyone looking out for promoting there brand online through social media or email marketing!

Tomasz Moskalski, CEO of Hugiz Records, Poland

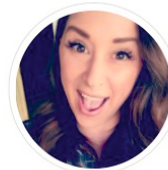
Testimonials



I appreciate the work Naveen has done on our LinkedIn Company page account & generating leads for us through LinkedIn Sales Navigator and got great feedback from his peers. I hope to come back to him later and reengage.

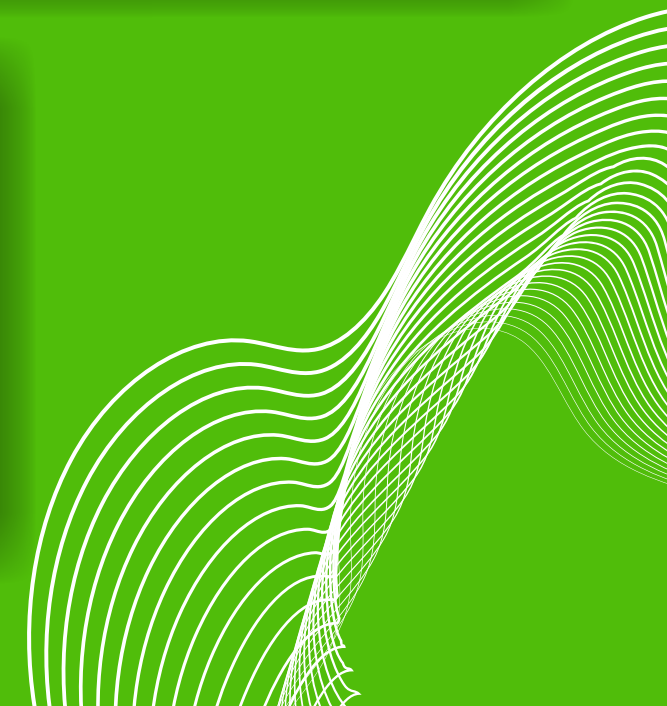
Patrick D Holman, Founder at Thread.live | Enterprise tech sales, San Francisco, California

Testimonials



Naveen was great! I am a salon owner who was in a lull after being out of work, having a child and Naveen really helped put a boost my social media pages. He created stories I've never tried before, came up with contests to gain more interaction and created a beautiful photo gallery of my work and helped keep me organized. I liked his fresh ideas and perspective. Thanks, Naveen!

Nicki Bolibrzuch, Hair Stylist at Vanity on Mill Hair Gallery



facebook FEEDBACKS



Irja Aus K recommends Digital Naveen.

October 20 · 🧑

I have been working with Naveen for six months. He runs my FB group, creates Social Media content and campaigns and runs ads for me. I really recommend him. He is doing good work.



Trevor Millar recommends Digital Naveen.

October 20 · 🌐

Naveen is an excellent social media marketer. He has been handling our social media marketing for SailCoach, a sailing sports organisation based in Malta, Europe for over a year now. He creates engaging content such as images and videos for running Facebook and Instagram advertisement campaigns to promote our sailing clinics, webinars, and coaching services. He helped us to gain numerous followers, post consistently engaging content on our social media accounts, and also gave a few valuable suggestions to grow our presence. He continues to be part of our marketing team, and I highly recommend him to your organisation's or businesses if you are looking to expand your business presence via social media. I have no hesitation, therefore in recommending Naveen as an intelligent, dedicated, and hardworking person who will make an excellent contribution to any organisation. 😊



4

2 Comments 1 Share

Upwork FEEDBACKS

Hair stylist and Salon Facebook, Instagram and Web marketing

★★★★★ 4.80 Oct 5, 2019 - Nov 18, 2019

"Hire Naveen if you want quick, efficient action for your social media project. He knows what to do and can make great suggestions to boost engagement."

Seeking Marketing Associate for an exciting startup

★★★★★ 5.00 Oct 1, 2018 - Oct 9, 2019

"he was a good team member for a time, we moved on because of other reasons not related to Naveen, would hire again"

Social Media Manager for B2B Tech Startup

★★★★★ 5.00 Aug 21, 2019 - Apr 15, 2020

"Naveen was always on time with his deliverables. He took the initiative to research and make suggestions. He was also open to feedback and consistently wanted to do what's best for us - the client. Highly recommend him for your social media needs! We will definitely hire him back for future projects."

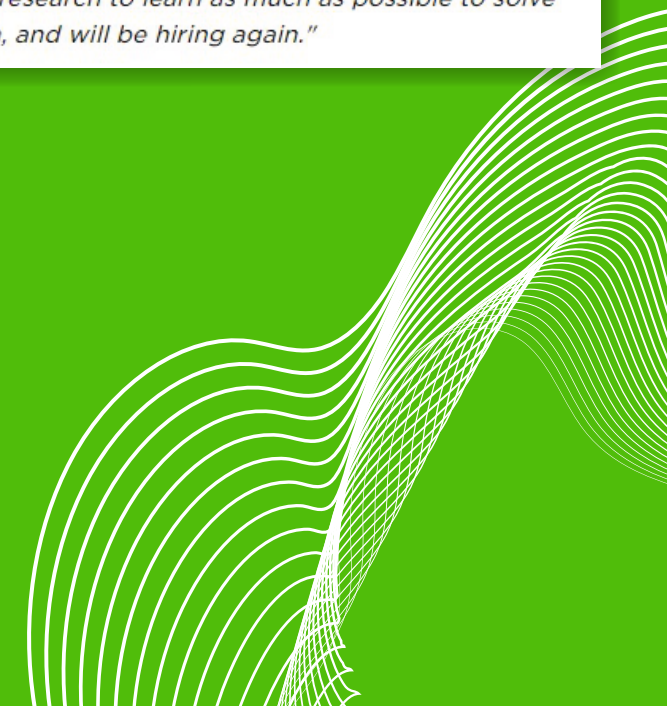
Lead Generation

★★★★★ 5.00 Oct 10, 2019 - Dec 3, 2019

"Naveen does an excellent job communicating, as well as giving additional ideas to a project. He is very well prepared, and does research to learn as much as possible to solve your problems. I highly recommend Naveen, and will be hiring again."

★★★★★ 5.00 Dec 12, 2019 - Sep 25, 2020

"Naveen and I worked on a Social Media Marketing project that lasted about a year. He was able create from scratch a Facebook presence with about 20.000 fans and an engagement of 15% on average. It was a pleasure to communicate with him. Very engaged on the task, bringing good ideas, energy, time and skill. I will definitely work with Naveen on future projects. Highly recommended."

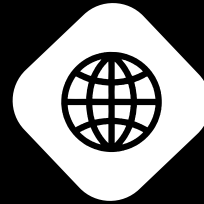


Let's work Together



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UPWORK

<https://www.upwork.com/o/profiles/users/~01a69347d59928a4b2/>