NAVEEN DUBEY

Social Media Marketing Consultant

5+ Years of Work Experience

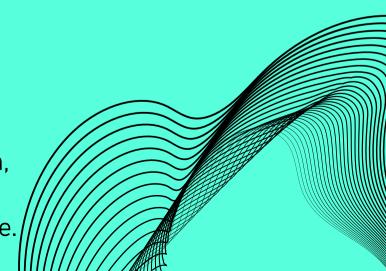
I am a social media marketing consultant, who has extensive experience in using current technology and best practices to deliver best results to my clients on all social media platforms. I enjoy helping business from several industries to grow their brand and social media presence through effective social media marketing strategies & tactics.

With more than five 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 1,000,000 USD for several industries such as Artificial Intelligence, Entertainment, Business Coach, Education, Sports, Real Estate, Healthcare, Medical Device, Finance Sector, Fashion, Automobile and E-commerce among others. I have run social media Ads with proven results on several type of campaigns: - | Brand Awareness | Traffic | Engagement | Lead Generation | Sales | App Promotion |

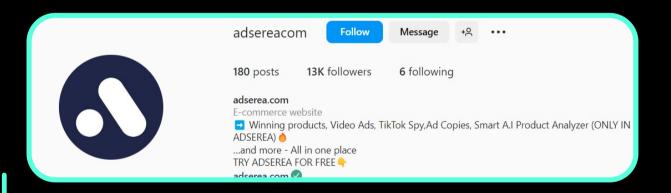
SKILLS AND ABILITIES

- Social Media Content research, creation & distribution
- Social media marketing, strategies and engagement
- Social media paid advertising
- **T** Email Marketing
- ✓ Influencer Marketing
- ✓ Lead generation
- Creating engaging social media images, videos and campaigns
- Moderation of multiple social networks including Facebook, Instagram,

Twitter, LinkedIn, Pinterest, Quora, Google+, Reddit, Tiktok, and YouTube.



WORK EXPERIENCE





DIGITAL MARKETING MANAGER FOR A DROPSHIPPING COMPANY

(Nov 25, 2021- Present)

I am working for a Dropshipping Company as a Digital Marketing Manager based in U.S.A providing access to everything needed to build a profitable e-commerce business.

- marketing strategizing and planning
- Influencer Marketing
- Google Ads
- Facebook Ads
- Email marketing
- Content marketing

I started working on their brand from scratch and helped them to gain thousands of paid subscribers and 13k plus followers on social media.

https://www.instagram.com/adsereacom/ https://www.facebook.com/Adserea

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. SailCoach offers coaching services to Olympic and Youth sailors from our Malta SailBase and is set up as a not-for-profit organization.

My task at the organization involves creating and executing their social media campaigns on Facebook, Instagram, Twitter, Youtube & TikTok. This is to increase their reach globally and target laser sailors worldwide looking for coaching. The project deliverables that I brought forward included developing engaging content that will increase engagement in the campaign and analyzing feedback & Interacting with comments, and solving any Inbound issues.



https://www.instagram.com/sailcoachmakingyoubetter/https://www.facebook.com/SailCoach



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

(July 2021 - Present)

- Brand / Client- (Anestand https://www.anestand.com/)
- Media Plan Strategy Facebook Ads | Campaign objective- Lead Generation | Target Audience Anesthesiologists in USA & India
- Accomplishments Got 1500+ Anesthesiologist's contact information leads from USA, Canada & India interested in booking a FREE Trial of the Anestand Device.

Ad Set	Results↓	Cost per result
Anestand Lead Generation	1,155 On-Facebook Leads	\$2.42 Per On-Facebook Leads
Pedia LLC Lead Gen Camp	582 On-Facebook Leads	\$5.71 Per On-Facebook Leads
Anestand Lead Generation	404 On-Facebook Leads	\$2.07 Per On-Facebook Leads
Anestand Lead Generation	228 On-Facebook Leads	\$10.21 Per On-Facebook Leads
Vet Market Lead Generatio	126 On-Facebook Leads	\$7.42 Per On-Facebook Leads

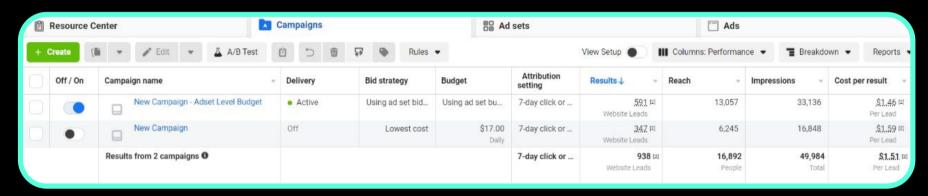
https://www.instagram.com/anestand_inc/ https://thedigitalnaveen.com/2023/01/31/how-i-helped-a-medical-devicecompany-anestand-to-grow-their-brand-in-usa-and-india-from-scratch-to-awell-known-anesthesia-device-company/



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

(October 2021 – January 2023)

- Brand / Client- Techi Apparel
- Industry Fashion
- Target Audience Men and Women in Australia
- Media Plan –Strategy: We did a FREE hoodie giveaway campaign to launch the brand selling Premium Loungewear online, and we built an email list of 2000+ leads with Facebook and Instagram Ads.
- Objective Lead Generation, Sales



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





SOCIAL MEDIA MARKETING OF AN AUTOMOBILE COMPANY

- Brand / Client- Crazy Car Times
- Media Plan Strategy Faebook and Instagram Ads
- Objective Lead Generation
- Target Audience A good, qualified person will be in their mid 30's or older and live in a home that has a value over \$200,000.
- Target Location South Carolina, USA
- Industry Automobile
- Accomplishments Got 1k+ quality leads of car buyers in 2 months

ampaign	Results↓	Cost per result
Lead Generation Campaign for Individual Buyers - South Carolina & Toronto Ontario Canada	345 On-Facebook Leads	\$9.82 Per On-Facebook Leads
South Carolina Lead Generation 17-03-2022 30USD Retargeting Campaign	189 On-Facebook Leads	\$6.43 Per On-Facebook Leads
South Carolina Lead Gen 25-12	168 On-Facebook Leads	\$8.45 Per On-Facebook Leads
Brick and Mortar Business Owner Campaign	126 On-Facebook Leads	\$11.12 Per On-Facebook Lead



FACEBOOK GROUP AND CONTENT MANAGEMENT FOR A FEMALE BUSINESS COACH

- Brand Name- Business with heart and soul.
- Target Audience Female Entrepreneurs
- Campaign Objective: Build a Facebook group, "Growing Women Entrepreneurs Business and Lifestyle," adding Female Entrepreneurs as group members.
- Strategy Facebook ads promoting a 5 Days FREE Workshop, Inviting members from other prominent female entrepreneur Facebook groups by offering Freebies.
- Accomplishments: Over 3,400 women entrepreneurs joined this group and a few became customers of the client's coaching program.



https://www.facebook.com/groups/538497130427807/



ACHIEVEMENTS

A 100% SUCCESS RATE ON UPWORK

TOP RATED SOCIAL MEDIA MARKETING CONSULTANT ON UPWORK WITH MORE THAN 7000 PROJECT HOURS

TRUSTED BY A HUGE BASE OF CLIENTS ACROSS THE GLOBE

5-STAR RATINGS ON 99% PROJECTS

SOGIALMEDIA

CAMPAIGNS PERFORMANCE

Campaign	Amount spent	1 Results	Cost per result	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)
OB Retargeting - Conversions	\$35,159.00	128 [2] Website purchases	\$274.68 ^[2] Per Purchase	7.59 [2]	.7. 59 ^[2]

Sales campaign for an E-commerce website

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

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.



Lead Generation Campaign for an Al Startup (Beta Testers)

1,226 Page Likes	
1,172 Page Likes	
1,147 Page Likes	

SailCoach Page Like Campaign



SailCoach Page Like Campaign



Instagram Post Engagement Campaign for a Client in Sports Industry.



Facebook Lead Generation Campaign for a Client in Automobile Industry.

0	Off / On	Campaign Name	Mobile App Installs	Bid Strategy	Budget	AttributionSetting	Reach =	Impressions	Cost per Result	Amount Spent "
		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	⊸ De	elivery	Bid Strategy	Budget	Attribution Setting	● Results ↓	Reach	Impressions	Cost per Result
Virtual Retreat Workshop	Of	ff	Lowest cost	€75.00 Daily	7-day click	.1.27 [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	47.1 [2]	91,249	191,368	€2,094.97

Social Automation Pro Beta Testing Facebook Ads

Off / On	Campaign name	Delivery	Amount spent	Results↓	Cost per result	Starts -	Ends =
•	Anestand Lead Generation Campaign	Off	\$2,647.28	249 On-Facebook Leads	\$10.63 Per On-Facebook Le	Aug 3, 2021	Ongoing

Medical Product Lead Generation Campaign

	Off / On	Campaign name	Bid strategy	Delivery ↑	Results	Cost per result	Starts	Ends	Budget	Attı setti
~		New Campaign - Adset Level Budget	Using ad set bid	Active	638 ^[2] Website Leads	\$1.44 ^[2] Per Lead	Nov 22, 2021	Ongoing	Using ad set bu	7-da

Fashion Lead Generation Campaign



Medical Product Event Brand Awareness Campaign



CAMPAIGN PERFORMANCE

Campaign Name ≎		Spent ≎	Reach ≎	Impressions 🗘	Clicks 🗘	Clicks to Landing Page 🗢
1 campaign		CA\$1,229.71	≈61,409	95,318	257	255
Brand awareness - Apr 17, 2023 ID: 214200554 · Sponsored Content	•••	CA\$1,229.71	≈61,409	95,318	257	255

MedQuest Medical Brand Awareness Campaign

	Campaign Group Name 🗘		Spent 🗘	Impressions 🗘	Clicks 🗘	Clicks to Landing Page 🗘	Total Social Actions 🗘	Average CPC 🗘
	2 campaign groups		\$5,688.00	91,671	564	495	206	\$10.09
	Default Campaign Group ID: 605108326		\$3,112.95	34,606	351	325	15	\$8.87
	Video Campaigns Lead Generation ID: 605199966	* * *	\$2,575.05	57,065	213	170	191	\$12.09
								Show 15 per page ▼

Ad Name 🗘	Spent 🗘	Key Results 🗘	Impressions 🗘	Clicks 🗘	Clicks to Landing Page 🗘	Average CPC
3 ads	\$691.31	-	22,358	72	72	\$9.60
Download the Cognizer White Paper. The Cognizer Corporate Brain uses a new category of deep-learning AI that works seamlessly with your Creative name: Put your box in our brain AI for enterprise box deplo yment smart Campaign: Target Box & Deloitte(New Link) Creative ID: 69304326 · Sponsored Content · Video	\$337.32	37 Website Visits	10,387	37	37	\$9.12
Download the Cognizer White Paper & Cognizer.ai has created the first deep-learning Alpowered Corporate Brain that works seamlessly with Creative name: Put your Box in our brain make your enterprise box deployment smart Campaign: Target Box & Deloitte(New Link) Creative ID: 69304306 · Sponsored Content · Video	\$179.94	18 Website Visits	5,881	18	18	\$10.00
Download the Cognizer White Paper. & Cognizer.ai has created the first deep-learning Alpowered Corporate Brain that works seamlessly with Creative name: Give Your Box A Brain Unlock The Knowledge Trappe d In Your Documents Campaign: Target Box & Deloitte(New Link) Creative ID: 69304316 · Sponsored Content · Video	\$174.05	17 Website Visits	6,090	17	17	\$10.24

Cognizer.Al Lead Generation and Brand Awareness Campaign

Campaign Name 💠	ımpaign Name 🗘		Key Results 🗘	Impressions 🗘	Clicks 🗘	Clicks to Landing Page 🗘	Average CPC 💠
10 filtered of 12 campaigns		\$3,084.41	-	34,342	350	325	\$8.81
Website visits - Sep 12, 2022 ID: 190621606 · Sponsored Content	•••	\$794.90	126 Website Visits	11,518	126	126	\$6.31
Venture List Campaign ID: 202632934 · Sponsored Content	•••	\$228.52	21 Website Visits	1,180	21	21	\$10.88

COMPANIES I HAVE WORKED WITH

Artificial Intelligence Company



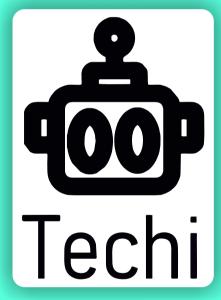
Medical Device



Sailing sports



Fashion



E-commerce Company



Anesthesia blocks learning App



Chinese food restaurant



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



- 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.

Client TESTIMONIALS



Felix Rizo-Patron, Austria

Digital Marketing Specialist at Automatiko

"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."



Gaurav Mehrotra

Founder of Offersaroundus.com

Naveen is a very organized social media Marketer. He has the right skills and experience to market your product / service in social media. He thinks through your marketing requirements and comes up with multiple approaches to target your market, and then tests all of these approaches and optimizes and zero-in on the best approach. He comes up with appealing and attractive media content on a regular basis and follows a discipline to post these onto various social media platforms.

He is always reachable and responds quickly. Overall, he is a professional you will feel satisfied to work with.



Mike Rybaltowicz

Co-Founder at TaxZilla

Naveen and his team were fantastic to work with. Regardless of job/task, he could figure out a solution to the problem. His exceptional skills in boosting social media presence and being able to complete a task from simple instructions to something extraordinary was huge asset for us. His availability was amazing; always willing to help & learn even with tasks that weren't primarily meant for him. There were never any issues with communication between Naveen and Us. We will definitely be re-hiring Naveen to work with us in the future as well.

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

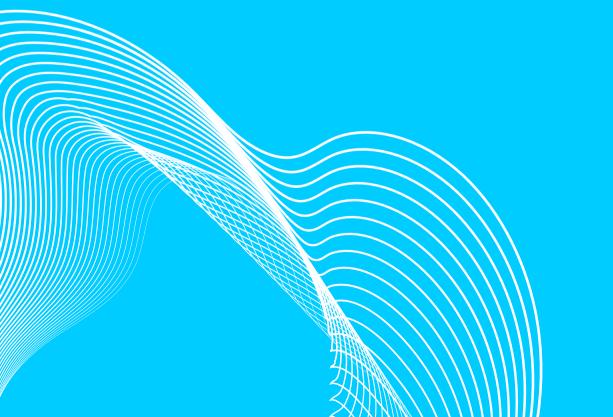
facebook = = = D :34 (5)



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 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.



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."

Linked in RECOMMENDATIONS



Diane Miller, MHS, APRN PEDIA Anesthesia Balloons in 1st

Pediatric Device for Induction of Anesthesia | #kids | Turning Panic into PLAY! | PediaLLC.com February 6, 2023, Diane Miller, MHS, APRN was Naveen's client

All LinkedIn members

Naveen is top-notch in his field. In the short time he has worked for me, Naveen increased my page views 1000%. He is always quick to respond and very professional, always checking for correct content and context with my posts. I highly recommend his services.



Michelle Wang · 1st

Head of Marketing at ETO Markets

May 30, 2023, Michelle was Naveen's client

All LinkedIn members

I highly recommend Naveen Dubey for his exceptional social media marketing skills. Naveen played a crucial role in our rapid growth on both ETO Markets LinkedIn and Facebook, leveraging his expertise to help us establish a strong presence in the competitive forex market.

One of Naveen's standout qualities is his ability to optimize our LinkedIn strategy, making us the youngest yet most competitive player in the competitive forex market. Moreover, he went above and beyond by utilizing his own budget to run effective Facebook Ads—an initiative not commonly taken by most marketers.

Naveen's dedication, knowledge, and innovative approach to social media marketing have significantly contributed to our success. He is an invaluable asset, and I wholeheartedly endorse him for any marketing endeavors. I highly recommend him for Digital Marketing Work.



Kumar Bala · 1st

Director

May 11, 2023, Kumar managed Naveen directly

I am thrilled to write this recommendation for Naveen Dubey, an incredibly talented and dedicated professional in the field of Social Media Growth Hacking and Lead Generation.

Over the past six months, Naveen has played a pivotal role in expanding our reach at Renovatio Systems, a company specializing in Embedded System Design, Cloud Software, and Internet of Things (IoT) solutions. His expertise in LinkedIn's Sales Navigator has been instrumental in identifying and connecting us with influential decision-makers in the engineering industry.

Naveen's methodical approach towards lead generation is impressive. He meticulously targeted CTOs, Engineering Directors, VPs of Engineering, and R&D Managers from companies that could benefit from our services. Each potential lead was carefully catalogued in Trello for future follow-ups and effectively nurtured via personalized emails, resulting in numerous successful appointments.

Beyond lead generation, Naveen also demonstrated a knack for crafting quality LinkedIn posts that highlighted our work. His efforts significantly bolstered our online presence, drawing attention to our comprehensive experience in managing the full product lifecycle.

Working with Naveen was a pleasure and a learning experience. His commitment to excellence, combined with his thorough understanding of social media marketing, sets him apart in his field.

I am looking forward to the opportunity to collaborate with Naveen again later this year. If you're seeking a dedicated professional to generate leads and enhance your social media presence, I cannot recommend Naveen enough. I wish him continued success in his future endeavours.



Sean Robertson · 1st

Co-Owner MedQuest Medical inc

May 30, 2023, Sean was Naveen's client

I have worked with Naveen and his team for over a year. He has managed our social media accounts and created/managed our company website and online store. We have generated many new leads, and closed lots of new business.

Naveen and his team are very knowledgeable, very quick to respond, and generate results.

I highly recommend working with Naveen.

Upwork FEEDBACKS

Anestand Social Media/Marketing

★★★★ 5.00 Jul 29, 2021 - Feb 3, 2023

"Naveen was prompt and responsive. He always had new ideas on how to market the product and stayed in contact throughout the project. I will continue to use him for all my digital marketing needs as I have been with him for over a year and the most recent project was a success. Well done Naveen."

\$4,586.65 \$10.00 /hr 459 hours

Social Media Campaign

★★★★ 5.00 Apr 24, 2020 - Feb 2, 2023

"I have worked with Naveen for years and he has done a very good job. I defined recommend him if you need help and want to grow on Social Media."

\$16,723.28 \$15.00 /hr 1,353 hours

Facebook ads AND creatives for single page 1 CTA website. Total monthly budget USD\$2000

★★★★ 5.00 Sep 8, 2021 - Sep 5, 2022

"Naveen was wonderful to work with. He not only asked what we needed done, he was able to make suggestions and better our idea. We hope to use him again in the near future!"

Freelancer's response

"Thanks a lot Nathan! I am lookinbg forward to do some amazing work together again to grow your business!"

\$1,080.02 \$10.00 /hr 108 hours

Let's work Together



EMAIL

naveen@ub2010@gmail.com naveen@thedigitalnaveen.com



WEBSITE

https://thedigitalnaveen.com/



LINKEDIN

https://www.linkedin.com/in/naveenkdubey121287/



UPWORK

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