DIVANSH ROHRA

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PROFESSIONAL SUMMARY

Full-Stack Digital Marketing Executive with 3+ years leading paid media, social, email, and content strategy end-to-end for consumer brands across India and the UAE. At TRUXCARGO, grew monthly social impressions from **700K to 1M+**, lifted email CTR by **72%**, and helped secure PR coverage in The Economic Times and The Hindu. Most recently ran digital marketing across **9+** PizzaExpress UAE branches, applying AI tools (ChatGPT, Claude, Gemini) daily to move faster across every channel.

PROFESSIONAL EXPERIENCE

Digital & Social Media Executive | PizzaExpress UAE | *Dubai, UAE* July 2025 – Jan 2026

- Led digital and social media marketing across **9+** UAE branches, aligning brand, commercial, and operational goals.
- Owned end-to-end content strategy across Instagram, Facebook, and digital channels — calendars, creatives, and campaign assets.
- Applied AI tools (ChatGPT, Claude, Gemini, Notion AI) daily for ad copy, creative briefs, content planning, and competitor research — cutting production time significantly.
- Managed influencer marketing and PR initiatives, coordinating agencies, creators, and partners across multi-month campaigns.
- Drove the PizzaExpress UAE Loyalty Program rollout, partnering with internal teams and global stakeholders on execution and customer communications.
- Supported major menu launches and brand campaigns with customer-facing messaging and cross-functional rollout.
- Ran paid, email, and WhatsApp campaigns across all branches — from setup through optimisation at brand and outlet level.
- Served as central point of contact between Head of Operations, Regional Director, Restaurant Managers, and agency partners.
- Consolidated social, paid, and campaign performance data to support leadership reporting and strategy.

Digital Marketing Executive | TRUXCARGO | *Delhi, India* May 2023 – Jan 2025

- Grew monthly social impressions from **700K to 1M+** and lifted follower growth by **250–1,500+**/month through strategic content planning.
- Managed Meta, Google, and LinkedIn Ads, improving conversion rates by **22%** through audience segmentation and creative testing.
- Designed **80%** of company branding and advertising creatives (Adobe Illustrator, Canva) — social visuals and brochures.
- Led PR efforts landing a cover feature in Enterprise World Magazine and coverage in The Economic Times and The Hindu.
- Built email and WhatsApp campaigns that lifted CTR by **72%** and cut unsubscribes by **42%**.
- Used AI writing tools to support ad copy and research alongside traditional campaign workflows.

Digital Marketing Intern | i2E Consulting | *Mumbai, India* Dec 2021 – Jun 2022

- Managed LinkedIn, Facebook, and Instagram channels, improving engagement through consistent scheduling and community management.
- Built and scheduled content calendars for consistent cross-platform brand communication.
- Ran email marketing campaigns (Mailchimp) and supported Google Ads setup and optimisation.

EDUCATION

Bachelor of Business Administration — Bharati Vidyapeeth Institute of Management & Research | 2018–2021

Higher Secondary (12th) — Vikas Bharati Public School | 2018

SKILLS

Paid Media: Meta Ads, Google Ads, LinkedIn Ads, GMB, Revel Analytics

Social Media & Content: Instagram, Facebook, LinkedIn, YouTube — content strategy, calendars, reels, campaigns

Email & CRM: HubSpot, Mailchimp, WhatsApp Marketing, Hunter.io, Eber.xm

Design & Creative: Canva (incl. AI features), Adobe Photoshop, Illustrator, Lightroom

AI Tools: ChatGPT, Claude, Gemini, Notion AI — ad copy, creative briefs, content planning, research

Analytics & SEO: Google Analytics, Meta Analytics, SEMrush, Ahrefs, Keyword Research