

Gaurav Mukhi

Digital & Growth Marketing | Brand Strategy | Social & Paid Search Ads | Content Design

Email: gmukhi313@gmail.com | Cell: (734) 707-3302

SUMMARY / ABOUT ME

Senior marketing leader with 15+ years of experience transforming business challenges into strategic marketing solutions through brand development, digital experiences, customer acquisition, and creative execution. I specialize in building scalable marketing systems that connect brand strategy, storytelling, customer experience, and digital marketing to support long-term business growth.

With a foundation in art and a passion for creative problem-solving, I bring a thoughtful balance of strategy, creativity, and execution to every initiative. I enjoy building the marketing frameworks and customer experiences that help organizations grow, connect with their audiences, and create lasting impact.

PORTFOLIO: gauravmukhi.com

WORK EXPERIENCE

★ **Fractional Marketing Consultant** | 888 Creative

June 2025 - Present

- Developed comprehensive digital marketing and branding strategies for diverse clients, encompassing content marketing, paid social, paid ads, and email campaigns, driving a 30%+ increase in organic traffic and lead generation on average
- Consulted with clients on social media strategy, leveraging data insights to refine messaging and improve conversion rates, contributing to measurable business outcomes
- Leveraged AI-driven marketing tools and automation to improve campaign execution efficiency and increase lead conversion by 40%

★ **Director of Marketing** | Ronin

August 2024 - April 2025

- Managed a diverse portfolio of brands across tech, lifestyle, medical, and other industries, consistently meeting deadlines in a high-paced, multi-project environment
- Led cross-functional collaboration with internal teams and external partners to drive creative strategy and ensure brand consistency across all campaigns
Developed and implemented a phased marketing framework, improving workflow clarity and ensuring balanced strategic focus for each brand
- Built detailed marketing roadmaps using Asana to align team efforts with business goals, optimize resource allocation, and drive measurable ROI
- Developed and implemented comprehensive tech stacks for multiple brands, optimizing tools and systems to address key marketing objectives, streamline

processes, and enhance brand performance

- Led market and competitive research for each brand, crafting ideal customer personas that informed targeted ad copy and landing page design, driving higher engagement and conversion rates
- Led branding and rebranding initiatives for multiple brands, overseeing logo design, social media strategy, and website redesigns, resulting in cohesive brand identities and a 20%+ increase in brand recognition
- Integrated advanced marketing tools into campaigns, including email marketing, sales funnel automation, live chat, website traffic tracking, and social media automation, improving workflow efficiency and lead conversion by 30%
- Created and executed high-impact ad campaigns across multiple platforms, managing the end-to-end process from copywriting and graphic design to performance tracking, resulting in a 25% increase in CTR and 15% boost in conversions
- Tracked and analyzed key performance metrics for ad campaigns, social media engagement, and website heatmaps, identifying trends and optimizing campaigns to increase ROI by 20%+

★ **Marketing Manager** | Team Valiant

December 2022 - May 2024

- Developed and executed comprehensive internet marketing and SEO strategies for diverse clients, encompassing keyword research, link building, content marketing, paid social, paid ads, and email campaigns, driving a 30%+ increase in organic traffic and lead generation
- Drove client social media growth by creating and promoting engaging content, resulting in a 40% boost in click-through rates, higher engagement, and increased brand visibility
- Consulted with clients on social media strategy, leveraging data insights to refine messaging and improve conversion rates, contributing to measurable business outcomes
- Analyzed and reported on client website and social media performance using Google Analytics and other tools, delivering actionable insights that improved user engagement and led to a 25% increase in conversion rates
- Led the creation of impactful branding and design assets, applying UX/UI best practices and leveraging graphic design expertise to produce high-conversion visuals that elevated client brands
- Designed and developed end-to-end website projects, from initial concept to content creation, SEO optimization, and UX design, improving website speed and responsiveness and increasing user retention by 20%
- Optimized and managed paid social ad campaigns across platforms such as Google Ads, Facebook Ads, and LinkedIn Ads, increasing ROI by 35% through continuous testing, budget allocation adjustments, and refined ad copy

★ **Digital Marketing Manager** | Growth Management Group

July 2021 - October 2022

- Focused on the entire customer journey, from inbound lead generation to nurturing and closing, enhancing conversion rates and driving a 15% increase in client sales revenue
- Monitored and tracked overall campaign ROI, utilizing data to adjust strategies and maximize lead-to-sale conversion rates, resulting in consistent year-over-year revenue growth
- Outlined entire digital marketing campaign strategy and roadmap
- Production and setup of email marketing campaigns. Utilization of various tools for automation, management, analytics, and deliverability
- Redesign of internal landing page for prospective customers
- Led budgeting, forecasting, and campaign optimization for digital marketing initiatives, consistently delivering under-budget, high-impact campaigns while improving ROI by 20%+

★ **Digital Strategy / Paid Ads Specialist** | Bravado Media

January 2017 - March 2021

- Developed and executed comprehensive digital marketing strategies, integrating multi-channel traffic generation, social media campaigns, and website optimization to increase overall brand visibility and drive a 30% growth in qualified leads
- Strategized and outlined end-to-end digital marketing roadmaps, ensuring alignment with business objectives and a clear path to measurable KPIs, contributing to a 25% year-over-year increase in conversions
- Produced high-quality marketing videos for social media ad campaigns, enhancing audience engagement and boosting ad performance by 40%
- Designed and developed ad graphics with multiple variations for brand promotion campaigns, leading to a 20% increase in ad engagement and audience interaction
- Designed and created content and provided graphic design for many different clients and industries, boosting brand appeal

★ **Creative Director** | Diagknowstics Learning

August 2015 - October 2016

- Created sales funnel landing pages to have a single, focused call-to-action to drive conversions and increase brand retention.
- Managed creative direction of brand to determine best strategies for growth.
- Production of all ad content, video content, and YouTube graphic content to make the brand shine to all leads and customers.
- Optimized website and social content via search engine optimization to have better search relevance and increase traffic.
- Created email marketing templates and campaigns via Mailchimp to maintain brand loyalty and drive return customers.

CERTIFICATIONS

Generative AI Fundamentals | [Databricks](#)

Google Digital Marketing & E-commerce Professional Certificate | [Google](#)

Meta Digital Marketing Associate Certification | [Meta](#)

Hubspot Email Marketing Certified | [Hubspot](#)

Google Ads Fundamentals | [Google](#)

EDUCATION

Professional Diploma in Digital Marketing | [Shaw Academy](#)

General Coursework, Information Systems Management | [Wayne State University](#)

Coursework Towards Associate of Business Administration | [Schoolcraft College](#)

High School Diploma | [Plymouth High School](#)

AWARDS

2022 WebAward.org B2B Website Standard of Excellence Award

2-time Webguru Awards: Website of the Day Winner

2019 Spirit of Detroit Award

2018 Best of MichBusiness Awards: Transformative Leader

Certificate of Art Appreciation & Gold Medal from the Detroit Institute of Arts

SKILLS

Social Media | Omnichannel Growth | Content Marketing | Paid Search Campaigns | Google Ads | Email Marketing Campaigns | A/B Testing | Wireframing | Customer Journey Mapping | Customer Avatar / Buyer Personas | Marketing Analytics / KPI Reporting | Attribution / Attrition | CAC / CPC | Pay-per-click (PPC) | Search Engine Optimization (SEO) | SEM | Graphic Design | Project Management | Communication | Leadership | Time Management | Adaptability | Problem Solving | Teamwork | Creativity | Demand Generation | Experiential Marketing | Product Marketing | E-commerce Marketing | AEO | Marketing Automation

TOOLS / APPS

AI Tools | Wordpress | Hubspot | Shopify & E-commerce Platforms | Adobe Creative Cloud | Adobe Photoshop | Adobe Premiere Pro | Adobe Illustrator | Canva | Figma | Sketch | Asana | Slack | Discord | Salesforce CRM | Sharepoint | Hotjar | Jira | Zapier | Klaviyo | ActiveCampaign | Constant Contact | Google Workspace | Google Business | Typeform | Chatbots | Landing Pages | Capcut | SEMRush | Google Analytics | GA4 | Meta Ads Platform | GHL | Zapier | SEMRush | ChatGPT | Claude

REFERENCES

Ready and available upon request.