

Full Name | Email: abc@gmail.com | Mobile: xxxxxxxxx

A motivated, self-starter and a firm practitioner who is comfortable wearing multiple hats, thinks with both the left and right brain, is technically nimble, and excited to work closely with an energetic marketing team with big goals.

Skills:

Documentation, Product Management, Research & Development, Digital Marketing, Marketing Campaigns, Google Analytics, Performance Marketing, Content Writing, Blog Writing.

Work Experience:

Product Executive + Digital Marketing, Bizhawkz IT Solutions, Faridabad, Haryana, Sep 2020 - Present

1. Determines customers' needs and desires by specifying the research needed to obtain market information.
2. Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product changes.
3. Contributes to team effort by accomplishing related results as needed.
4. Be actively involved in SEO efforts (Title, keyword, etc.)
5. Provide creative ideas for content marketing and update the website.
6. Measure the performance of digital marketing efforts using Web analytics tools (Google Analytics, Web Trends, etc.)

Digital PR Executive, Blue Pigeon Image Management, Gurugram, Feb 2018 - Sep 2018

1. Publishing articles online to gain high-quality backlinks.
2. Networking with journalists and editors to gain backlinks.
3. Influencer marketing to gain mentions on influential social media accounts.
4. Help clients connect with relevant bloggers who seed goodwill via reviews, feedback, and testimonials.
5. Build Brand Trust, Generate Leads, Boost Website traffic, and increase sales.

Digital PR Executive, Advent Public Relations Private Limited, New Delhi, April 2017 - Feb 2018

1. Publishing press releases and syndicating newsworthy content to earn press features.
2. Blogger outreach to gain backlinks and mentions on relevant blogs.
3. Affiliate programs that pay a commission to bloggers who refer customers to your business.
4. Offline press events or blogger events that aim to gain online coverage.
5. Sharing and syndicating infographics.

Digital PR Trainee, Regional Public Relations, New Delhi, Oct 2015 - March 2016

1. Putting together media kits and Setting up press conferences.
2. Writing and producing presentations and press releases.
3. Organizing and attending promotional events such as press conferences, open days, exhibitions, tours, and visits.
4. Developing advertising as well as marketing communications material for Social Media.

Academics Qualification and Certifications:

- MBA 2018-2020 - Marketing, YMCA Faridabad,
- BA 2014-2017 - Mass Communication - International Institute of Mass Media, New Delhi
- High School 2014 - CBSE, Faridabad

Certifications:

- Lean Six Sigma Green Belt - Henry Harvin Education
- Lean Six Sigma Black Belt - Henry Harvin Education
- Google - Fundamentals of Digital Marketing

Personal Details:

Name: abckjs

D.O.B: xx - xx -xxxx

Age: XX Yrs

Address: XXXXXXXXXXXX