



# Piyush Verma

Marketing Analyst

## Profile

As a Digital Marketing intern at Apiero Medica Pvt Ltd, I gained valuable experience in executing digital marketing strategies and campaigns. I utilized my skills in Google Analytics and data analysis to monitor and optimize campaign performance. Additionally, I developed proficiency in Adobe Photoshop and graphic design, creating visually appealing content for social media platforms. In my role as Marketing Head at Entrepreneurs Woods, I led the marketing team and implemented innovative marketing strategies to drive brand awareness and customer engagement. I utilized my skills in Microsoft Office and data analysis to measure the effectiveness of marketing initiatives and make data-driven decisions. With a BSc in Computer Science from LNCT group of colleges Bhopal, I have a strong foundation in technical skills such as programming, SQL, and Python. I am eager to apply my diverse skill set and passion for innovation to a Marketing Analyst role, where I can contribute to the development and execution of effective marketing strategies.

## Employment History

### Marketing Head at Entrepreneurs Woods

December 2022 — December 2023

As the Marketing Head at Entrepreneurs Woods, I was responsible for developing and implementing marketing strategies to drive brand awareness and generate leads. I led a team of marketing professionals and collaborated with cross-functional teams to execute integrated marketing campaigns. I conducted market research to identify customer needs and preferences, and utilized data analysis to optimize marketing campaigns and measure their effectiveness. I also managed the company's social media presence, created engaging content, and monitored online conversations to maintain a positive brand image.

### Digital Marketing Intern at Apiero Medica Pvt Ltd

March 2022 — December 2022

As a Digital Marketing Intern at Apiero Medica Pvt Ltd, I gained valuable experience in executing digital marketing strategies to promote the company's products and services. I assisted in the creation and optimization of online advertising campaigns, including social media ads and search engine marketing. I also conducted market research to identify target audiences and analyze competitors. Additionally, I contributed to content creation for the company's website and social media platforms, including writing blog posts and creating graphics using Adobe Photoshop.

## Details

Bhopal

India

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## Skills

Web Publishing

Email Marketing

Marketing Automation

Digital Marketing

Adobe Photoshop

Microsoft Office

Programming

## Languages

HINDI

English

## 🎓 Education

### BSc - Computer Science, LNCT group of colleges Bhopal (M.P)

November 2021 — July 2024

I hold a Bachelor of Science degree in Computer Science from LNCT Group of Colleges, Bhopal. This academic foundation has equipped me with a comprehensive understanding of computer science principles, algorithms, and programming languages. Throughout my studies, I actively engaged in coursework that deepened my knowledge in areas such as software development, data structures, and database management. The dynamic learning environment at LNCT Group fostered critical thinking and problem-solving skills, preparing me for the challenges of the ever-evolving technology landscape.