



# Kumari Pallavi



## MARKETING ASSOCIATE

Marketing Associate at Dev IT Serv. With a focus on social media optimization and lead generation, Currently learning Google Ads.




## EDUCATION

-  **Bsc- Botany and zoology** 2022-2025  
*Indira Gandhi National Open University*
-  **Digital Marketing Course**  
*Advantage Institute*

## EXPERIENCE

-  **Marketing Associate** Aug 2023- Present  
*Dev It Pvt Ltd*
  - Manage social media marketing to boost brand visibility and engagement.
  - Assist in lead generation efforts to convert prospects into customers.
  - Support LinkedIn marketing activities, including content creation and audience interaction.
  - Help implement WhatsApp marketing campaigns, responding to inquiries and nurturing leads.
  - Monitor campaign performance to improve marketing strategies.
-  **Marketing Executive** Dec22 - Aug 2023  
*A&T Services Pvt Ltd*
  - Lead generation: Developed strategies for generating quality leads through social media and LinkedIn, increasing leads forwarded to sales.
  - LinkedIn Management: Enhanced the company's LinkedIn presence, growing connections and engagement.
  - Content Creation: Produced engaging content to establish the brand as a thought leader and drive customer interest.
  - Market Research: Conducted research to align lead generation efforts with emerging market trends.
  - Collaboration: Worked closely with the sales team to ensure smooth lead handover and effective follow-ups.
  - Data Analysis: Utilized analytics to track campaign performance, refining strategies for better results.

## CONTACT

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## SKILLS

- Communication WhatsApp
- Customer Relationship Management (CRM)
- Social Media Marketing
- Social Media Communications
- Social Media Strategy
- Social Media Analytics Creativity
- Skills Business Insights Engaging
- Content Media
- Meta Ads
- Email Marketing
- Management Social Media Optimization (SMO)