**PARVEEN KUMAR**

**Digital Marketing cum AWS Executive**

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|  | Carrier Objective |  |
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Senior product marketing Executive with a proven and demonstrated knowledge in customer and market research and can effectively bridging customer business requirements to technical feature set as well as to broad market trends.

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|  | Education |  |
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| **Master of Business Administration**  UILMS  (Gurgaon) Haryana  2013 | **Bachelor Degree**  K.C college of Eng. & IT  (Nawanshahr) Punjab  2011 | **High School**  Rotary International  (Gurgaon) Haryana  2008 |

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| |  |  |  | | --- | --- | --- | |  | Key Skills |  | |  |  | | Online Marketing Skills  Google Adwords  Facebook Ads  Twitter Ads  Email Marketing  SEO & SMO  Blog Posting  Ecommerce portal | AWS Skills  VPC, EC2, S3, ELB   EBS, RDS, IAM  Route 53  CloudWatch, CloudFront  Java API for Amazon Lambda  AWS Beanstalk | Technical Skills  Web Hosting  Content Uploading  Core Java, JDBC, JSP  HTML, CSS, JavaScript   Linux, Ubuntu  Designing mail Templates | |

**PPC Management (Google Adwords, Yahoo Bing, Facebook)**

* Setting Up a New Campaign
* Lead Generation by PPC, SEO and Social Media
* **Remarketing, video campaign**
* Search Network, Display Network
* Display Devices, **Landing Page Creation**
* CTR(Click Through Rate), CPC(Cost Per Click)
* Online Reputation Management
* Mobile Marketing, SMS Marketing
* Google Analytics and Webmaster tool
* Implement A/B landing page & Ads copy testing

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|  | Experience |  |
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| * **Currently working with Phronesis India Pvt Ltd as a Digital Marketing and AWS Manager from October 2nd 2015 to till now.**   **Accomplishments:**   * Generating leads for clients through Google Adwords and Facebook campaign. * Co-ordinates with the Designing and Developer team and Technical Team to make a Search Engine friendly Website * Ensuring timely and professional responses to all complaints, requests by clients. * Handling various Ecommerce portals (Amazon, Flipkart, Snapdeal, Limeroad etc.) * Proficient in AWS services like VPC, EC2, S3, ELB, AutoScalingGroups(ASG), EBS, RDS, IAM, CloudFormation, Route 53, CloudWatch, CloudFront, CloudTrail. * Used AWS Beanstalk for deploying and scaling web applications and services developed with Java. * Created S3 buckets in the AWS environment to store files, sometimes which are required to serve static content for a web application. * Implemented domain name service (DNS) through route 53 to have highly available and scalable applications. * Configured AWS Identity Access Management (IAM) Group and users for improved login authentication * Experienced in creating RDS instances to serve data through servers for responding to requests.   Environment: AWS (EC2, VPC, ELB, S3, EBS, RDS, Route53, ELB, Cloud Watch, CloudFormation, AWS Auto Scaling, Lambda, Elastic BeanStalk), GIT, SQL, Jira, AWS CLI, Unix/Linux, Nginx, Tomcat, JBoss.   * **Worked with YPC Pvt. Ltd as an Online Marketing Executive from August 01 2012 to September 30th 2015.**   **Accomplishments:**   * Acted as a Team member for conceptualizing and planning the establishment of organization in YPC. * Oversaw business planning, product mixing, brand development, vendor development and relationship. * Accountable for country sales, key account management, operations, product planning, country strategy for company.  |  |  |  | | --- | --- | --- | |  | Personal Details |  | |  |  |  |  |  | | --- | --- | | Father Name | Nasib Singh | | Mother Name | Sunita Devi | | Age | 28 | | | |

I hereby declare that the information give above is true and correct to best of my knowledge.

**PARVEEN KUMAR**