

AYAN PAREEK

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SUMMARY

- Strategic and results-driven marketing professional with a proven track record of delivering impactful campaigns and driving business growth.
- Proficient in market research, consumer behavior analysis, and developing innovative marketing strategies tailored to target audiences.
- Skilled in digital marketing, including SEO, social media marketing, with a strong understanding of analytics to optimize campaigns for maximum ROI.
- Ready to bring creativity, strategic thinking, and a passion for marketing to contribute to the success of your team.
- Contribute my strong teamwork ethic to drive project success and deliver exceptional results.
- Drive organizational growth and success by leveraging a diverse skill set to drive innovation and achieve strategic objectives.

EDUCATION

Bachelor of Computer Application | Kristu Jayanti College

CGPA: 6.5/10

Bangalore

September 2021-May 2024

12th Standard | Hindu Sabha Senior Secondary School

Amritsar

Percentage: 80/100

April 2020-April 2021

10th Standard | Shri Ram Ashram Public School

Amritsar

Percentage: 53/100

March 2018-April 2019

TECHNICAL SKILLS

- **Programming/Languages:** C, Python(Basics)
- **Databases:** SQL PLUS
- **Analytical Software:** MS Excel
- **Software:** MS Word, MS PowerPoint
- **Web Development:** HTML, CSS, Javascript(Basics)

WORK EXPERIENCE

InternPe

Web Developer

2023

Online

June to July

- Worked as an intern at InternPe Pvt. Ltd. in the area of web development from June to July 2023
- I consistently ensured timely completion of all projects, meeting or surpassing deadlines without fail.
- I'm responsible for improving my Front End skills and creating small projects.
- This internship really improved my front-end development skills by giving me practical experience and useful insights.

TechnoHacks EduTech

Web Developer

2023

Online

August to September

- Participated in web development projects, contributing to front-end and back-end tasks.
- Collaborated with team members to troubleshoot and debug code, ensuring smooth website functionality.
- Assisted in the creation of responsive designs, optimizing user experience across various devices.
- Learned and applied industry best practices, improving coding efficiency and project delivery.

EXTRA-CURRICULAR ACTIVITIES

- Participated in National Level IT Fest held in Jyoti Nivas College Autonomous
- Participated in various Intra-collegiate competitions such as Galaxia, Convergence,Interface,Datamaze and AD INFINITUM
- I worked as a Team member in the intra-collegiate event held in our college

ACHIEVEMENTS

- I won the second prize at a National-level IT fest hosted by St. Joseph College.

OTHER SKILLS

Soft Skills: Self Motivated,Innovative,Responsible

Activities: Badminton,Football,Reading