

# PRAGNYA PARAMITA PATRA

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## Summary

Enterprising digital marketing executive with exemplary credentials in marketing and digital media. Solid achiever in navigating social media and utilizing marketing tools to develop digital presence. Demonstrates strong communication and interpersonal skills to generate sales and develop long-lasting relationships with customers.

## Experience

### Digital Marketing Executive

Jan 2022 to Current

Zinavo Pvt. Ltd. - Bangalore

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook, etc.)
- Launch optimized online adverts through Google Adwords, Facebook, etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors
- Analysed consumer behaviours to develop targeted engagement strategies for increased brand awareness.

## Skills

- Multi-channel marketing
- Google Analytics
- Partnerships development
- Brand marketing
- PGDCA,MS Office
- Facebook, Twitter and Instagram proficient
- Team management
- Business development

## Education

### Master of Business Administration, HR & Marketing

2018

Center for IT Education - Bhubaneswar, Odisha

- Coursework in **Project Report on Training and Development**

- Dissertation in **Tatwa Technologies Pvt. Ltd.**

## Languages

Odia, Hindi: First Language

English: C1

Advanced