

CONTACT INFORMATION

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My Video: <https://youtu.be/pyCJH17Ur34>

OBJECTIVE

A hardworking and passionate individual with a zeal to go the extra mile.

Results-driven marketing professional with 4+ years of hands-on experience in social media, digital marketing, content strategy, market research, and Brand Management and Communication. Committed to staying ahead of industry trends, I actively update myself with new ideas and tools like AI to drive innovative marketing strategies. Passionate about leveraging these cutting-edge technologies to enhance brand visibility, engage target audiences, and deliver measurable business growth.

Seeking a challenging role in a dynamic organization where I can contribute my expertise, stay at the forefront of marketing innovation, and drive impactful marketing initiatives.

CERTIFICATIONS

- Product Marketing, Growth School (2023)
- Post Graduate Diploma in Digital Marketing, Mudra Institute of Communication (2021-2022)
- Linkedin Marketing Strategy
- Udemy Google Analytics

EDUCATION

- POST GRADUATE DIPLOMA IN MARKETING

G.L Bajaj Institute of Management and Research, Noida

2017-2019
- BACHELOR OF BUSINESS ADMINISTRATION

School of Management and Sciences, Varanasi

2014 - 2017

SKILLS

- Hard Skills:

Branding & Marketing Strategies | Social Media & Digital Marketing Strategy | Google Analytical Skills | Proficiency in Ms. Excel | Proficiency in PowerPoint | Proficiency in Power BI
- Soft Skills:

Analytical Skills | Communication Skills | Teamwork | Critical Thinking | Decision Making| Multi tasker | Self-Motivation | Leadership

EXPERIENCE

- Associate Product Marketer (2023-Current)

Cedcoss Technologies Private Limited, Lucknow (U.P)

 - Enforce brand marketing guidelines in trademarks, logos, and publications.
 - Worked on Strategies for the rebranding of CedCommerce
 - Develop and execute effective email marketing strategies.
 - Create and implement content strategies to enhance brand visibility.
 - Collaborate with social media and digital marketing teams to deliver high-quality products.
 - Measure the success of the website through Google Analytics.
- Associate Marketing Manager (2020-2023)

Innorenovate Solutions Private Limited , Gaziabad(U.P)

 - Created and managed digital campaigns to promote brand awareness.
 - Developed and implemented comprehensive strategies to effectively cultivate and enhance brand awareness.
 - Developed and executed brand management strategies, including brand positioning, messaging, and visual identity.
 - Handled social media platforms and engaged with the audience.
 - Developed branding and communication materials for various marketing channels.
 - Launched impactful social media flyers across multiple platforms.
 - Framed marketing strategies and executed ads campaigns on different social media platforms.
 - Conducted social media planning and implemented effective social campaigns.
- Search Engine Optimisation Executive(2019-2019)

TradeIndia , Delhi

 - Utilized Google Analytics to compile performance reports and track website performance.
 - Contributed occasional content to the company blog.
 - Recognized as the best employee of the month in July 2019.
- Summer Internship (2018-2018)

IDBI Life Insurance Company Limited, Noida

Project Title: "Consumer Buying Behavior of Financial Products: A Study of IDBI Federal Bank"

Position: IDBI Federal Sales Advisory.