**Parneet Kaur**

*D I G I T A L M A R K E T I N G I N T E R N*

# **INTRODUCTION**

An enthusiastic digital marketer and an Amazon Trained Ecommerce Specialist (ATES). Have good understanding of driving website traffic, lead generation and conversions through digital marketing methods.

Looking forward for an opportunity to start my career in digital marketing.

# **CONTACT INFO**

Mobile: 7982562237

Email:

[Parikaur509@gmail.com](mailto:Parikaur509@gmail.com)

ResidenceAddress: Wz-403 2nd floor street no-22 Shiv Nagar, Janak Puri New delhi-110058

Linkdin profile: Parneet Kaur

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SERACH ENGINE OPTIMIZATION

**CORE COMPETENCIES**

Have good understanding of all on page & off page optimisation to rank web pages in search engines.

Worked on internal assignments and live projects for Company name. Created 50 backlinks for undermentioned pages.

GOOGLE ADS

Very well versed with Google ads to drive highly targeted traffic to drive conversions.

Good with concepts like

* Google search ads campaign creation Keyword research with Google keyword planner tool,
* Bids optimisation
* Conversion tracking set up.
* Retargeting campaign set up.
* Display ads campaigns.
* Youtube ads campaign
* Shopping campaign

**TOOLS USED**

Google keyword planner Yoast tool for seo

Uber suggest SemRush Ahrefs Mailchimp Fimora Canva Wordpress

Woocommerce Google Analytics Buffer

SOCIAL MEDIA OPIMISATION AND MARKETING

Can create and manage engaging content for social media platforms, like Facebook, Instagram, Twitter and Linkdin.

Have good understanding of Paid sponsored ads on Facebook and Instagram.

Have created and worked on social media platform for company and achieved 500+ liked in 3 days.

EMAIL MARKETING AUTOMATION

Very good knowledge of Email marketing concepts.

Can set up and manage automated email campaigns.

Deep understanding of inbox delivery Can create highly engaging email campaigns as per different marketing stages/ funnels. Created automated email marketing campaign for my website/ company website.

Ref:https://mailchi.mp/5f32dec97de6/welcome-to-my-travel-blog

LEAD GENERATION AND LANDING PAGE CREATION

Can manage and create lead pages with wordpress and wix platforms.

Ref: https://parikaur509.wixsite.com/mysite

Ref: http://services.rf.gd (Travel site made on wordpress)

**RELEVANT HOBBIES OR**

**SKILLS ( OPTIONAL)**

Video creation

Blog Writing

Reading Digital Marketing Articles

**OTHER INFORMATION**

WORK EXPERIENCE/ INTERNSHIP

Organization- Risoxx

Designation- Intern( Handling their Twitter Account)

Duration-1st May 2020 to 30th June 2020

Organization- Employee Pooling Resources

Designation- Operation Executive

Duration-25thApril 2016 to 27th May 2019

Organization- Guru Arjan Dev Public School

Designation- Coordinator

Duration-15th July 2019 to 15th Nov 2019

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CERTIFICATIONS

D.O.B -17-11-1992

Father's Name- Harmeet Singh

Mother's Name- Raveen Kaur

Gender- Female

Marital Status- Single

Languages-English, Hindi & Punjabi

Google search ads Google display ads Google shopping ads Google mobile ads Google video marketing Google ads measurement

Google analytics certification SemRush - SEO certification Youtube Channel Growth Microsoft Bing ads

Hubspot email marketing certification Amazon Trained Ecommerce Specialist Certification

QUALIFICATION

B.com- Delhi University

Higher Secondary- New Delhi Public School

S.S.C- Oxford

Computer Diploma- Aptech