

JEENAV ARORA

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[LinkedIn](#)

SUMMARY

I'm a digital marketer who enjoys crafting content and visuals that connect with audiences. I have experience writing articles, designing social media creatives, and collecting emails to build targeted campaigns. I've learned the fundamentals of running Google Ads and Facebook Ads and have a growing interest in email marketing. Always eager to learn and experiment, I aim to bring fresh, creative ideas to a team and make a meaningful impact.

WORK EXPERIENCE

Digital Marketing Executive, BIMQP

Sep 2024 - Present

- Created and designed engaging social media posts and visuals to boost online engagement.
- Wrote articles tailored to the BIM industry to enhance the brand's credibility.
- Collected and organized email leads, contributing to email campaigns that connected with the audience.
- Gained knowledge in running Google Ads and Facebook Ads, understanding how to plan campaigns.

EDUCATION

Bachelor of Commerce

Oct 2021 - Jun 2024

Chaudhary Devi Lal University, Sirsa

12th, Commerce

Apr 2020 - Jun 2021

Vivekanand Bal Mandir Sen. Sec. School, Sirsa

CERTIFICATIONS

- **Foundations of Digital Marketing and E - commerce** at Google
- **Digital Marketing** at HubSpot Academy
- **Inbound Marketing** at HubSpot Academy

SKILLS

- **Tools:** Canva, Photoshop, Apollo.io and ChatGPT
- **Content Creation:** Social Media Copywriting, Blog and Article Writing, Graphic Designing, Reel Script Writing,
- **Soft Skills:** Creativity, Team Collaboration, Adaptability

ADDITIONAL INFORMATION

- **DOB:** 10-05-2004
- **Languages:** English, Hindi, Punjabi