







PARDUM KUMAR SINGH

CONTACT

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PROFILE

To seek a job in a reputed firm in order to bring long-term career by investing the best of my knowledge and educational qualifications and to serve the organization with the best output.

SKILLS

- Google Ads
- Facebook Ads
- Content Marketing
- SEO, SEM, SMM
- Youtube Management
- Google Docs, Sheets, Slides

LANGUAGES

- Hindi
- English
- Bhojpuri
- Khorta
- Bengali

WORK EXPERIENCE

CATALOG SPECIALIST

More Retail Private Limited

Mar 2022 - Present

- Efficiently created and managed product catalogs.
- Proficient in catalogue creation and uploading.
- Successfully maintained accurate and organized product listings.

INTERNSHIPS/PROJECTS

IIDE'S GLOBAL VIRTUAL INTERNSHIP PROGRAMME

IIDE - The Digital School

Apr 2023 - May 2023

- Successful completion of 1-month internship with satisfactory performance.
- Diverse skills in Social Media Marketing, SEO, and Content Writing.
- Ability to provide integrated marketing solutions with practical exposure.

FACEBOOK ADS CAMPAIGN - 10 DAYS

- To create the traffic for Ulead blog page by setting up the ads on the Facebook Business Managers platform.

GOOGLE ADS CAMPAIGN - 10 DAYS

- I optimized the Unscool landing page for "Football for Beginners" by adding keywords, photos, and placements in Google Ads.

EDUCATION HISTORY

Bachelor of Science (B.Sc) in Chemistry Honours

BBMKU University, Dhanbad

Jun 2019 - Oct 2022

- Strong foundation in chemistry principles and analytical skills. Analytical mindset and problem-solving skills in chemical research. Proficient in laboratory techniques and scientific research methodologies.

CERTIFICATIONS

- Digital Marketing & Communication by Unscool
- Digital Marketing Course by We Make Creators
- Youtube Millionaire Course 2.0 by Mahatmaji Technical
- Google Ads Display by Skillshop
- Facebook Ads for Beginners and Experts by Alison
- The Fundamentals of Digital Marketing by Google