

## Education

Year	Degree	Institute/Board
2021-2023	MBA(Marketing & HR)	Doon University , Dehradun
2018-2021	BBA	Graphic Era Hill University , Dehradun
2018	Senior Secondary	CBSE board(PCM)

## Experience

### 1. Shri Badrinath Vaikalpic Urja lmt.

- Made record sales of solar product and brought revenue around 10 Lakhs in a period of 3 months
- Marketing of solar product:- Do Social media marketing to market the product, through field marketing,
- Built customer relationships by providing necessary education, insights around solar appliances and timebound installation and repair services
- Dealership:- Company gave me our dealership so I easily sell product in all over Uttarakhand.

### 2. Hashtag Digital Marketing Academy

Plan and manage campaign execution , on time, on budget and to scope.

- Work on live project :- Firstly make a website by the using of wordpress and then develop the website .After that do On page SEO in our website then do Off page SEO when the SEO work is complete then do Link building of our website. Also do content writing in our website .
- Social media marketing :- Run the ads in Facebook and Instagram to promote website.
- Ran Google Advertisements and managed to bring 0.1 Million impressions in 3 months.

### 3.Big Bazar

- Aware to customer about scheme they have run in festival season.
- To download bigbazar app in customer's cell phones.

### 4.Kumaun Mandal Vikas Nigam

- Research about what marketing strategy they have use to attract tourist.
- To aware them about digital marketing to attract more tourist in KMVN.
- To take customer feedback and then discuss to development officer in which place do more efforts.

## Technical Skills

- Front-end Developing(Wordpress)
- On Page SEO
- Link Building
- PPC Advertising
- MS Office
- Customer relationship management
- Digital Marketing
- Off Page SEO
- Social media marketing
- Content Writing
- Sales and Marketing

## Relevant Coursework

- Product management
- Leadership
- Rural marketing
- International marketing
- Performance Management
- Industrial and Labour Legislation

## Project Done

- Wordpress website development-URL link of website
- Content writing - URL link of website/blog website/artical posting
- Graphic designing/ Video editing-URL link of website
- SEO of website – link to google webmaster/analytics
- PPC Adwords – example of your ppc account
- Facebook marketing – link of your page or pages
- SEO of website – link to google webmaster/analytics
- PPC Adwords – example of your ppc account
- Write dissertation on Digital Marketing



