



## Contact

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## Expertise



# Parv Goyal

Digital Marketer, 23

## About Me

Hi! My name is Parv. I am a passionate individual and creative thinker who is eager to learn all things marketing.

With a keen interest in digital marketing and some experience in social media posting paired with PR, I am ready to dive deeper and create impactful brand strategies.

*"People do not buy goods and services. They buy relations, stories, and magic."*

-Seth Godin

# Skills & Strengths

Google Ads

Meta Ads Manager

Google Analytics

MailChimp

Da Vinci Resolve

Notion.io

MoEngage

YouTube Studio



## Learning in progress

UI/UX Design (Figma)

Advanced Google Ads (Bidding ,  
Targeting)

Adobe Photoshop & Illustrator

# Why Marketing?

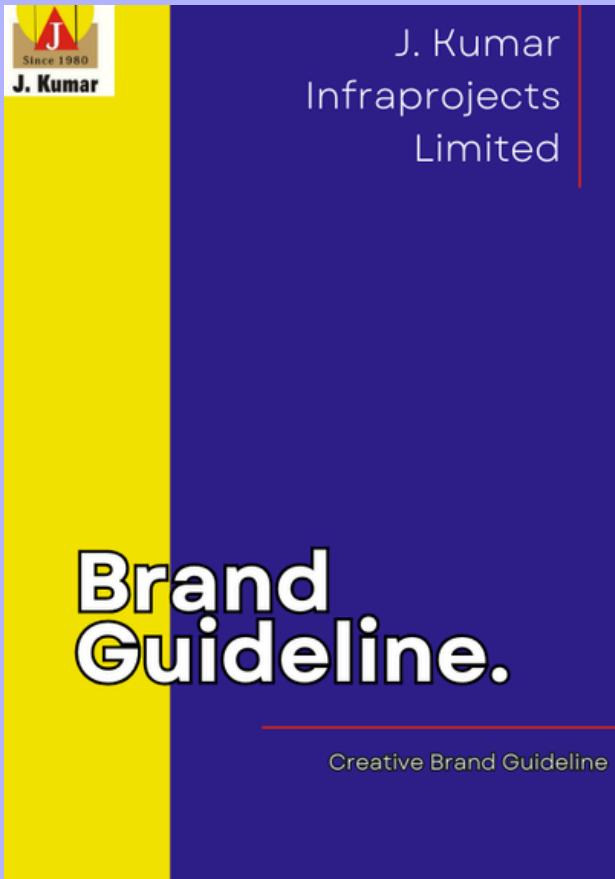
I was captivated by the power of stories to shape perceptions and inspire action. I chose marketing because it merges art with strategy, allowing me to craft narratives that resonate deeply with audiences.

I am fascinated by our daily decisions and the reasons behind them. Seeing how impactful marketing is on a person, I decided to dive deeper in this field.

I want to be part of this storytelling and extend the inspiration I was able to receive.

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# Past Experience

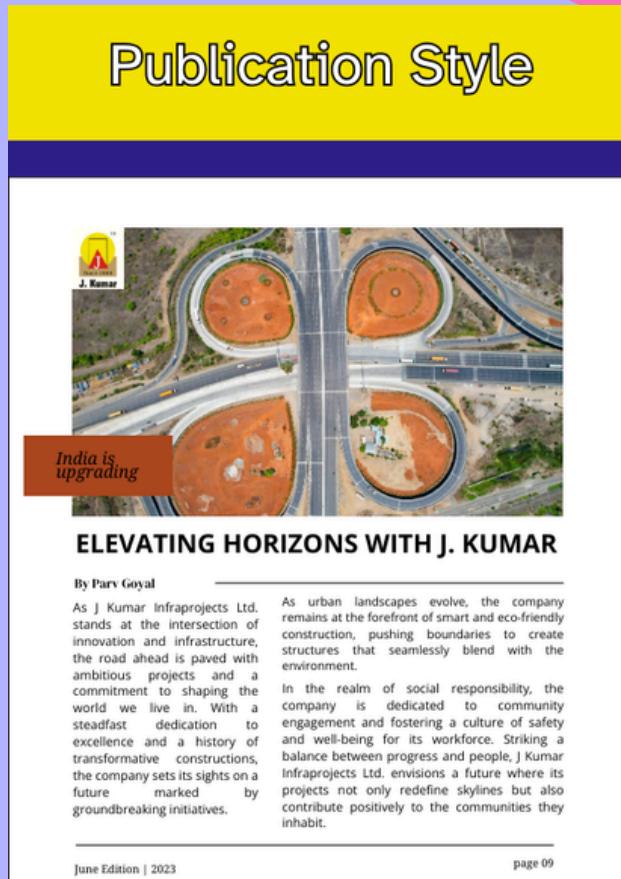


J. Kumar Infraprojects Limited

## Brand Guideline.

Creative Brand Guideline

The cover features a yellow vertical bar on the left and a dark blue background on the right. The company logo is in the top left corner, and the title "Brand Guideline." is prominently displayed in the center.



## Publication Style



India is upgrading

### ELEVATING HORIZONS WITH J. KUMAR

By Parv Goyal

As J Kumar Infraprojects Ltd. stands at the intersection of innovation and infrastructure, the road ahead is paved with ambitious projects and a commitment to shaping the world we live in. With a steadfast dedication to excellence and a history of transformative constructions, the company sets its sights on a future marked by groundbreaking initiatives.

In the realm of social responsibility, the company is dedicated to community engagement and fostering a culture of safety and well-being for its workforce. Striking a balance between progress and people, J Kumar Infraprojects Ltd. envisions a future where its projects not only redefine skylines but also contribute positively to the communities they inhabit.

June Edition | 2023

page 09

This page shows a magazine spread. The left side has a yellow header and the right side has a blue header. The main content area features an aerial photograph of a highway interchange and a quote from the company's perspective on its role in infrastructure development and social responsibility.

One of my first responsibilities at **J. Kumar Infraprojects Ltd.** was to create a “Brand Guideline” which external media publications can refer to when publishing articles or news about “JKIL”. The idea behind the Brand Guideline was to position JKIL as a professional and trustworthy company.

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text

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## About Us

*We dream... So we achieve...*

### Vision

Our vision is to be a global leader in infrastructure development, setting new standards of excellence and positively impacting societies through our transformative projects.

### Mission

Our mission is to revolutionize the infrastructure industry by consistently delivering innovative and sustainable solutions that enrich lives and drive progress for generations to come.

I began by understanding the brand's core values, mission, and vision, ensuring that every element of the guideline—from typography to imagery—aligned with J Kumar's ethos. The final guideline included clear instructions for media on how to use logos and other branding elements, ensuring a professional and unified image. This project solidified J Kumar's identity and challenged me to blend strategy with creativity.

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# Hamilton Beach

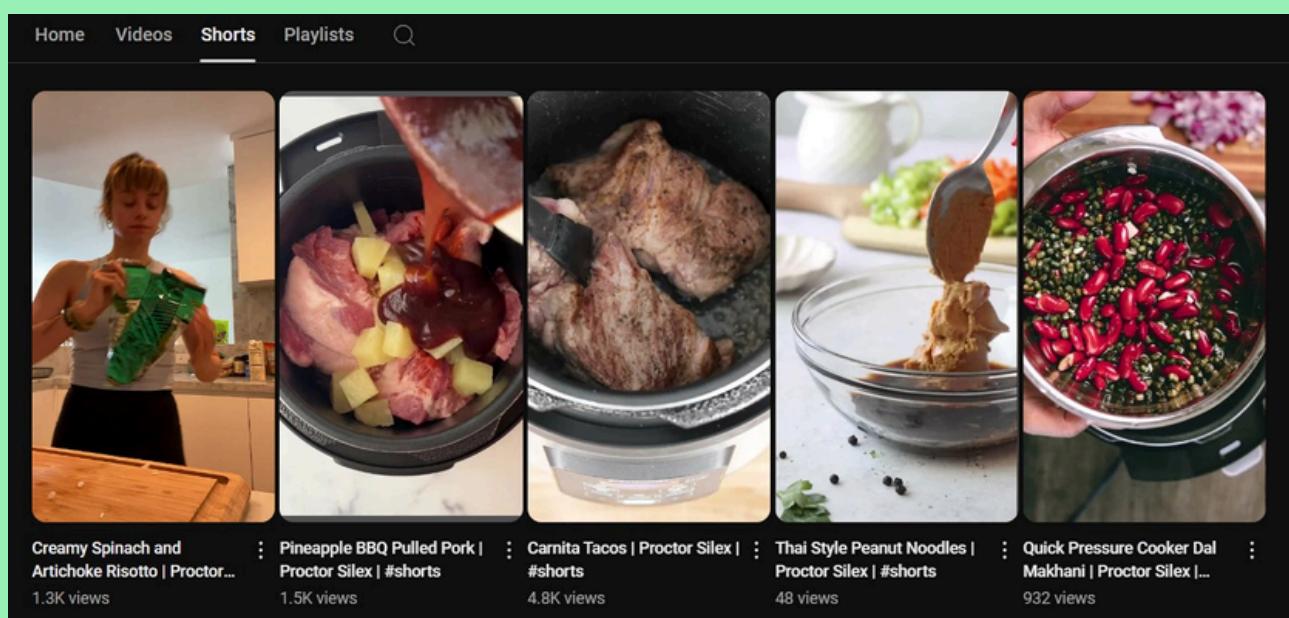


These posts are examples of automated emails that were sent to new customers when they joined *Hamilton Beach Brands* and signed up for our newsletter.

The idea behind an automated email providing discounts was to encourage impulsive purchases and a positive, first experience for users on our website.

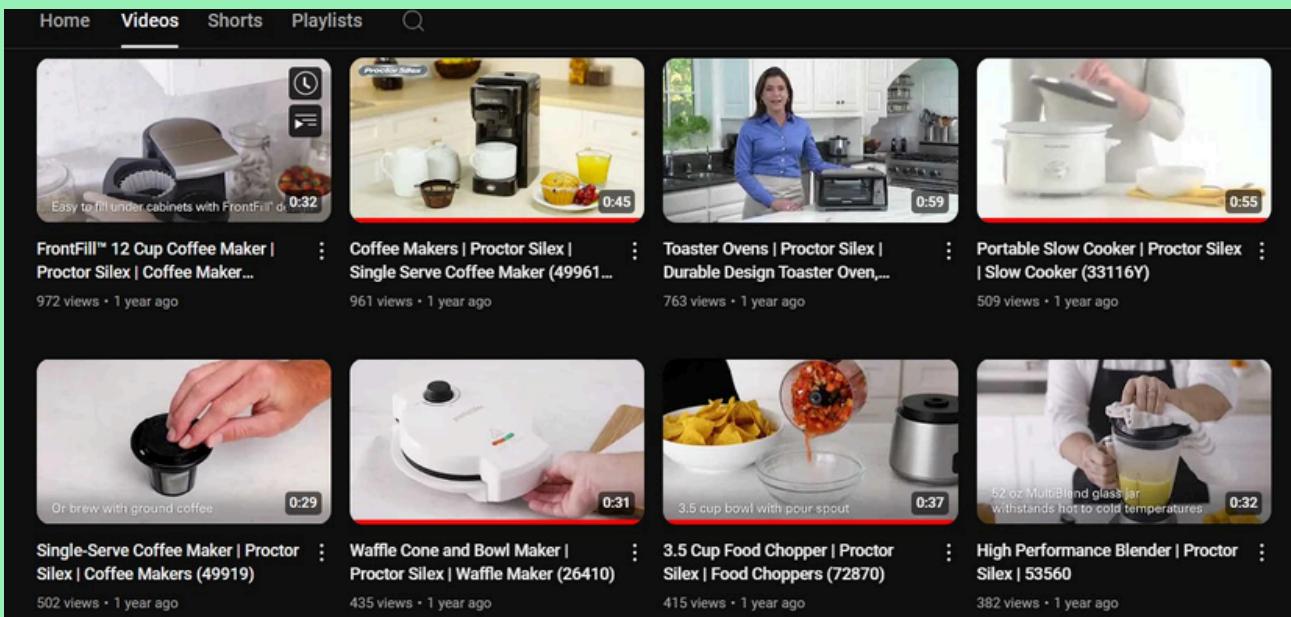
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My favorite company to work at till date – **Proctor Silex**; a subsidiary of Hamilton Beach. I was trusted with complete control of their YouTube Channel, where I transformed everyday kitchen products to must-have essentials! For the first time, Proctor Silex was going viral on YouTube and Facebook!



This sudden popularity came as a result of influencer marketing where we collaborated with a variety of cooking channels. The idea behind the collabs was to provide viewers with healthy recipes which were best made from Proctor Silex's kitchen products. Simplicity at its best.

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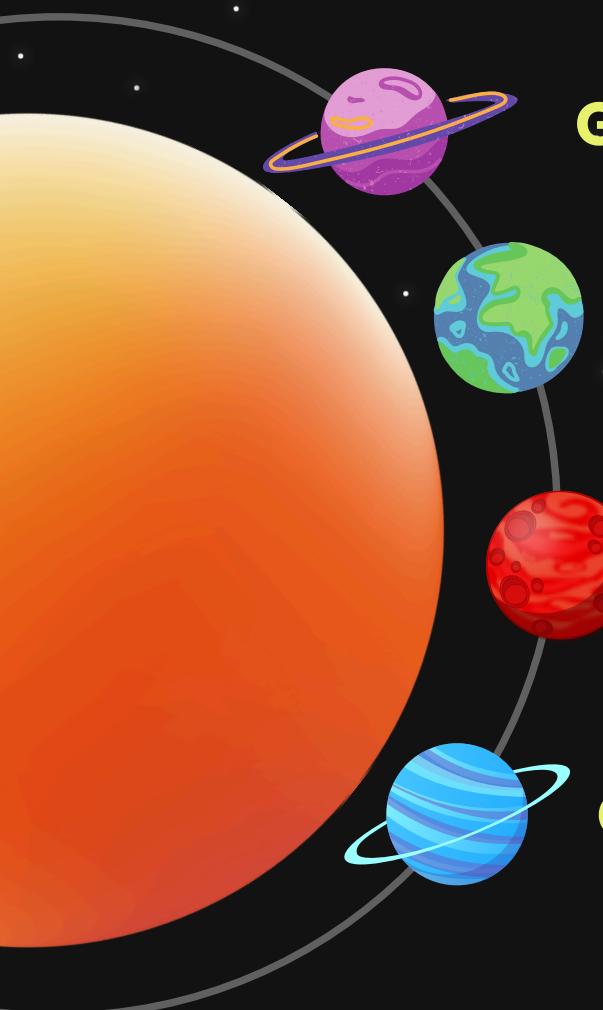
Some of my other responsibilities included creating and managing a timeline for video uploads and shoots. Since the YT videos were shot in the office building, I was able to give some creative input. These shoots were happening around the time YT Shorts and TikToks had began trending and the genre of ASMR was gaining popularity. Needless to say, I was editing the sounds of **sizzles**, knife **choppings** and freshly cut **veggies**.

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# OneWhistle Marketplace

**Lorry Care** - a subsidiary of OneWhistle, is an emerging platform which provides fleet tracking and management solutions.

Using Fastag technology, they are able to locate any commercial vehicle and plan their optimal route by factoring in tolls, fuel and time efficiency.



**Google Ads Optimization**

**Customer Data Integration**

**Performance Analytics**

**Cost-Per-Click Efficiency**

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Over the course of a month, I optimized LorryCare's Google Ads. During the first period, from August 11 to August 26, the campaigns yielded 1.97K clicks and 34.1K impressions, with an average CPC of ₹4.94. After analyzing the data, I implemented key changes, such as refining audience targeting, optimizing keywords, and adjusting bidding strategies.



As a result, the second period, from August 27 to September 11, saw a dramatic increase in clicks (6.95K) and impressions (175K), all while reducing the average CPC to ₹1.96. This significant shift showcases how my strategic optimizations boosted engagement while cutting costs.

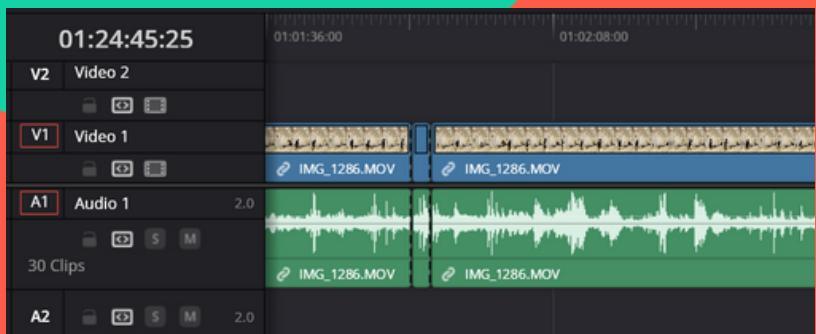
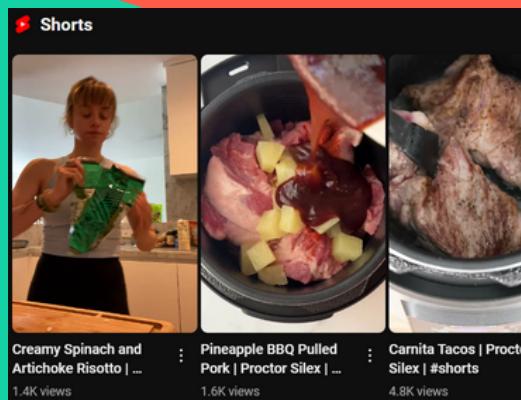
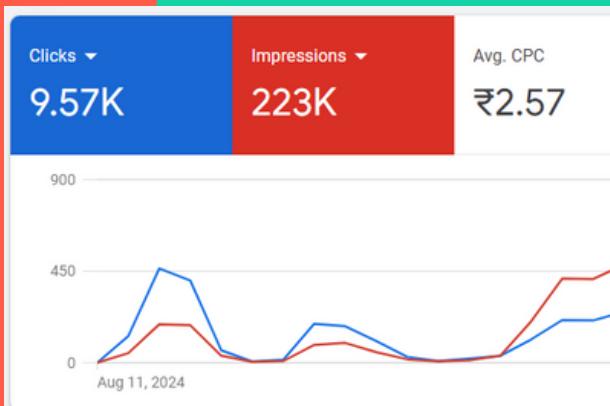


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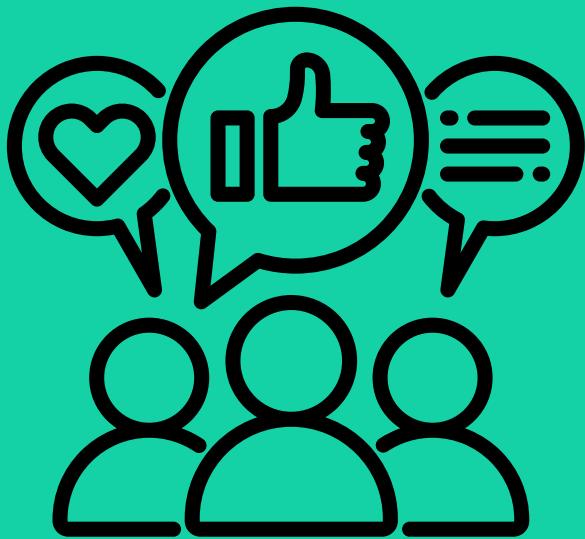
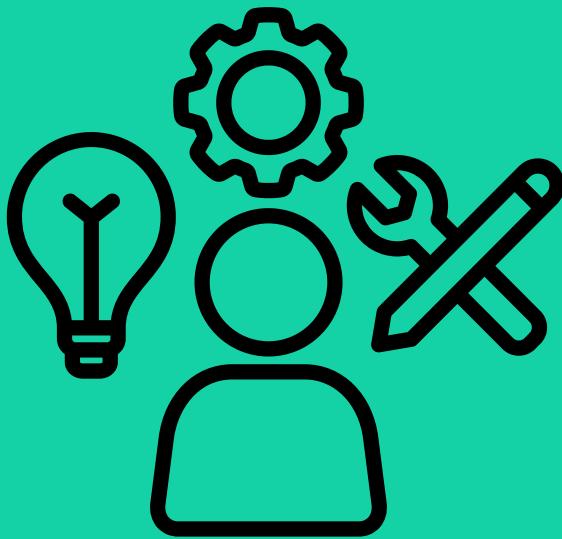
# As you reach the end of my portfolio, let's take a look at the highlights of my career



Google Ads



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## Top Skills Used

- 1** Digital Marketing Optimization
- 2** Google Ads Strategy & Execution
- 3** Social Media Content Creation (YouTube Reels, Affiliate Coordination)

## Top Campaigns

- 1** Google Ads for LorryCare: +253% Clicks, CPC reduced by 60%
- 2** YouTube Shorts for Proctor Silex - +9.1K views, 200 Likes

Just like your favorite songs on repeat, these are the skills I use daily to hit all the right notes

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**THANK YOU FOR VIEWING MY  
PORTFOLIO!  
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