Parwinder Singh

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🪪 PROFILE

Experienced performance marketing specialist with 2+ years of experience in the industry. Proven ability to assist affiliates and agencies in promoting campaigns on various platforms. Seeking a position in a fast-paced, results-oriented environment where I can use my skills and experience to help grow a business.

💼 PROFESSIONAL EXPERIENCE

Aug 2021 – present
Zirakpur, India

Offer18 Tracking Platform Pvt. Ltd, Technical Support Executive

Performance Marketing Specialist
I have over 2 years of experience in the performance marketing industry. I have a proven ability to assist affiliates and agencies in promoting campaigns on various platforms, such as Offershub, Hasoffer, Cake, and Trackeir. I also have experience with s2s postback and pixel integration between two tracking platforms. I am familiar with MMP platforms such as Adjust, Appsflyer, Branch, Singular, and Kochava. I have a wide knowledge of tracking CPI, CPA, CPS, and Revshare campaigns.

In my current role at Offer18, I am a Technical Support Specialist. I use my knowledge of the product and my communication skills to resolve customer issues quickly and efficiently. I am also responsible for providing technical support to customers using our company services.

Feb 2021 – Dec 2021

Affiliate Marketer
I have 11 months of experience as an affiliate marketer, with a proven track record of success in running CPA, CPL, and CPS campaigns. I have worked with a wide range of affiliates and advertiser agencies, and I have a deep understanding of the affiliate marketing landscape.
I am skilled in developing and executing affiliate marketing campaigns that achieve measurable results. I have a strong understanding of the different types of affiliate marketing campaigns, and I am able to choose the right campaign for the specific goal. I am also skilled in tracking and analyzing campaign data, and I am able to make adjustments to campaigns as needed to ensure that they are successful.

Jul 2019 – Aug 2019
Bathinda, India

Infowiz, Web Developer Intern
Developed and designed websites using HTML, CSS, and JavaScript. *
Implemented web features using PHP and MySQL. Tested and debugged web applications

🎓 EDUCATION

Jul 2017 – Jun 2021
Bathinda, India

Maharaja Ranjit Singh Punjab Technical University,
Bachelor of Technology (CSE)

Apr 2017
Abohar, India

Senior Secondary Education, Govt. Senior Secondary School (PSEB)

🧠 SKILLS

Skilled in integrating platforms for smooth tracking of real-time reports (I have the ability to integrate different platforms to ensure that real-time reports are tracked smoothly. This helps to maintain key performance indicators (KPIs), which are important metrics that measure the success of a marketing campaign. I am proficient in placing tracking codes and integrating iframe tags. Tracking codes are snippets of code that are placed on a website to track website traffic and conversions.)

Affiliate Marketing Skills (Skilled in connecting two different systems to automate the affiliate marketing process by s2s postback and pixel integration. Experience running CPA, CPI, CPR, and CPS campaigns and generating commission-based income.)

Tracking Aficionado (I have a deep understanding of the functionality and capabilities of performance marketing tracking software, such as Offer18, Offershub, Trackier, and Hasoffer. I have also worked on ad network accounts for Appsflyer and Branch MMP.)

ECommerce Platform Inegration (I am also skilled in tracking real-time conversions from various e-commerce platforms, such as WooCommerce and Shopify. This includes tracking conversions such as sales, leads, and abandoned carts.)

Google Tag Manager (I am proficient in Google Tag Manager and have experience implementing and managing tags on websites and mobile apps. I am familiar with the different types of tags that can be used in Google Tag Manager, as well as the triggers and variables that can be used to fire tags. I have experience with tag management solutions, including Google Tag Manager. I am able to create and manage tags, triggers, and variables, as well as troubleshoot tag implementation issues.)

Postman and Coding Skill (I am proficient in using Postman to test APIs, including the Report and Offer Sync APIs. I have a deep understanding of the JSON format, which is used to exchange data between APIs and Postman. I am able to create requests, send them to APIs, receive responses, and parse JSON responses.)

Ticketing & Chatbot System (Having knowledge of ticketing systems include Zendesk, Salesforce. These systems are used to track customer issues and ensure that they are resolved in a timely manner. Worked on various chatbots such as Tawk.to, SalesIQ and Channel.io These are automated programs that can be used to answer customer questions and resolve simple issues.)

Technical Support Skill (I am an experienced customer support representative with a strong track record of providing excellent customer service. I am an active listener, empathetic, and skilled problem-solver. I am also an effective communicator and team player. I am confident that I can provide excellent customer service to your company.)

🌐 LANGUAGES

English, Hindi, Punjabi