

Parwinder Singh



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in parwinder-raien 📅 21/01/2000

📍 Abohar, Punjab

🖱 parwinder-raien.github.io

🧠 Skills

- Affiliate Marketing
- Pixel & Iframe Integration
- Google Tag Manager
- ECommerce Platform Inegration
- API Integration
- Postman
- Adjust
- Appsflyer
- Branch
- CRM
- Client Satisfaction
- Technical Support Skill
- Ticketing & Chatbot System

🌐 Languages

English, Hindi, Punjabi

👤 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

Offer18 Tracking Platform Pvt. Ltd

08/2021 – present | Zirakpur, India

Performance Marketing Specialist

I have over two years of experience in the performance marketing industry. I have a proven ability to assist affiliates and agencies in promoting campaigns on a variety of platforms, including 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 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.

Affiliate Marketer

02/2021 – 12/2021

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.

🎓 Education

Maharaja Ranjit Singh Punjab Technical University

Bachelor of Technology (CSE)

07/2017 – 06/2021 | Bathinda, India

Senior Secondary Education

Govt. Senior Secondary School (PSEB)

04/2017 | Abohar, India