

# Parwinder Singh



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in parwinder-raien 📅 21/01/2000

📍 Abohar, Punjab

🖱 parwinder-raien.github.io

## 🧠 Skills

- Affiliate Marketing
- Campaign Tracking
- 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

Technical Support Executive

08/2021 – present | Zirakpur, India

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. 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, as 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.

### Freelancing (Part Time)

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