

DEEPIKA

SPECIALIST-MARKETING & DIGITAL MARKETING

Marketing Specialist officer with hands on experience in Business Communications & Development ,Corporate presentations, Client Service, Campaign organizing, Service marketing,Credit Marketing,Online campaign running,Social Media Marketing and SEO

PROFILE

Highly motivated Marketing professional with interest in working on Search engine Optimization and Online ads. Possess good experience in Business Presentations & Campaign organizing in addition to Service Marketing

SKILLS

SEO strategies
Familiarity with Analytics
Knowledge in keyword research
MS word,Wordpress,Powerpoint
Campaign organizing
Brand Management
Advertisements-Email & SMM
Visual Presentations

EDUCATION

Master of Business
Administration
Major in Marketing, 2011-2013



BSC Computer Technology,2008-2011

CORE QUALIFICATIONS




- Track record of organizing various campaigns for Bank and achieved maximum conversion rate
- Increased Business in my region
- excellent analytical and problem solving skills
- exceptional presentation abilities to all types of audience
- Able to establish rapport with all levels of management and customers

WORK EXPERIENCE

Punjab National Bank,Marketing Officer| 2015 - present

-  Planning and implementation of marketing activities in my region
-  Implement Branding activities
 - Making marketing presentations for various target groups
 - Analysis credit worthiness of client
 - Helping branches in achieving their quarter targets

BNI,Business support executive| 2014-2015

-  Analyse the performance of 300+ Entrepreneurs every month.
-  Operations monitoring in BNICONNECTGLOBAL.COM which is an International website
-  Interview applicants and understand them

Digital Marketing Freelancer| 2013-2014,2018 to present