



# Pravesh Kumar

## Digital Marketing Executive

Being the Digital Marketing Executive I want put to use my creative skills and abilities, innovative thoughts that benefit the Organization in the long run and also help me in building my professional career.

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## EDUCATION

### Senior Secondary School Rajni Public School

04/2009 – 06/2014

Dibai Bulandshahr

#### Courses

- Xth with 7.0 CGPA, XIIth with 64.6 %age.

### Graduation

#### Dr. APJ. Abdul Kalam Technical University

08/2014 – 07/2018

Lucknow (Uttar Pradesh)

#### B.tech ( Cse )

- Graduated with 66.4 %age.

## PERSONAL DETAILS

Date of Birth : 10/10/1995

Marital Status : Single

Nationality : Indian

Hobby : 1. Reading tech blogs & Articles 2. Watching Sci-fic Movies

## WORK EXPERIENCE

### Digital Marketing Executive Web Gain Technologies

02/2020 – Present

Noida, India

#### Responsibility and task Perform.

- Increased brand awareness through creation and management of social media channels, boosting social media engagement.
- Directed traffic growth strategies, including SEO & SMO , affiliate linking campaigns, content distribution, email marketing and Image creation if needed (Knowledge of Photoshop).
- Guest posting, directory submissions, blog commenting, Forum posting and other off-page activities , Web 2.0
- Content writing for articles, blogs with creative writing skills
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.

## SKILLS

1. SEO (on page & off page)

2. Social Media Optimization

3. Social Media Marketing

4. HTML

5. CSS

6. JAVASCRIPT

7. Wordpress

8. Github

9. PHOTOSHOP

10. Content Writing

## KEY SKILLS

Leadership, Team work, Active Learning, Curious to work, Self Organised.

## INTERNSHIP

### ITUPWORKS

SEO ANALYST

## CERTIFICATIONS

1. Google Digital Garage

2. Google AdWords Certification

3. Google Analytics Certification

4. HubSpot Content Marketing Certification

## LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

## INTERESTS

Travelling, Music, Gaming