



PRAVESH KUMAR

9958360775

Praveshk275@gmail.com

Noida Sec 62A (U.P.)

 praveshkumar1

OBJECTIVE

Being the Digital marketer. 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.

EXPERIENCE

03/Oct/22
- Present

- **Digital marketing Manager**
Qwikskills

1. Plan and execute all digital marketing, including SEO/SEM, PPC, marketing database, email, social media and display advertising campaigns.
2. Design, build and maintain our social media presence.
3. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
4. Be actively involved in SEO efforts (keyword, image optimization, etc.) Create, curate, and manage all published content, images, blogs, video.
5. Create high-quality, SEO-optimized content for our website, blog, and social media channels.
6. Handling a team of 5 members including of graphics designer

May 21 -
July 22

- **Digital marketing Executive**
AdornTex

1. Managing Amazon Ads on Seller Central & AMS, keyword monitoring, keyword research.
2. Weekly and monthly reporting in terms of Ad spend, Ad sales, overall sales, and the return on the advertised.
3. Plans and executes all we SEO/SEM, PPC social media, and display advertising campaigns Designs, bulids, and maintains our social media presence.
4. Measures and reports performance of all digital marketing campaigns.
5. identifies trends and insights and opomizes spend and performance based on the insights

Feb-19 -
April- 21

- **Digital marketing Executive**
Web gain technologies

1. increased brand awareness through creation and management of social media channels (Twitter, Instagram Facebook, etc), boosting social media engagement.
2. Be actively involved in SEO efforts (keyword, image opterization, etc.) Create curate, and manage all published content, images, blogs, video.
3. Work on WordPress Blog published seo organized content with high readability & Seo score.
4. Provide creative dess for content marketing and state website Working knowledge of HTML, CSS.
5. Write content that is both informative and engaging, and that meets the needs of our target audience.

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- **SEO Analyst (internship)**
IT UPWORKS

1. SEO (on-page & offpage), SMO, ORM.

- 2. Identifying the latest trends and technologies affecting our industry.
- 3. Evaluating important metrics that affect our website traffic, and target audience.
- 4. Content writing for articles, blogs with creative writing skills.

EDUCATION

- 2020-2022 • **MBA (MKT & IT)**
Dr. A.P.J. Abdul Kalam Technical University Lucknow
78.4%
- 2014-2018 • **BTECH (CSE)**
Dr. A.P.J. Abdul Kalam Technical University Lucknow
66.4%
- 2014 • **XIIth**
Surendra Yadav IC kanchanpur
64.6%
- 2011 • **Xth**
Rajni Public School Debai
7 CGPA

CERTIFICATION

- 1. Google Fundamental of Digital marketing 2. Google Analytics Certification 3. Google AdWords certification 4. Digital marketing (Hubspot Academy) 5. SEO (Hubspot Academy) 6. Social media marketing (Hubspot) 7. Digital marketing (Great learning)

SKILLS

- Content Writing, SEO (on-page & offpage), SMO, ORM, SEM, Amazon PPC, Brand Management, Marketing Analytics, Memes marketing, Facebook Ads, Content Marketing, Photoshop, HTML, CSS, JAVASCRIPT, WordPress, GitHub.

INTERESTS

- Traveling, Music, Gaming

LANGUAGES

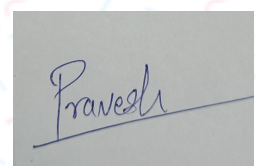
- English, Hindi

PERSONAL DETAILS

- Date of Birth : 10/10/1995
- Marital Status : Single
- Nationality : Indian

DECLARATION

- I hereby declare that all the details furnished here are true to best of my knowledge.



PRAVESH KUMAR

