



Pravesh Kumar

Digital Marketing Executive

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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.

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