



PRAVESH KUMAR

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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

- QuickTouch Technologies** Aug 2024 - Present
Digital Marketing manager
 - Content Creation & Management:** Developed and managed engaging website, blog, and social media content to enhance brand presence.
 - Meta Lead Generation Ads:** Successfully planned, executed, and optimized Meta (Facebook & Instagram) ad campaigns, driving high-quality leads and maximizing ROI.
 - WhatsApp B2B Marketing:** Implemented WhatsApp API integration for automated and targeted B2B marketing, improving customer engagement and conversion rates.
 - SEO Optimization:** Managed on-page & off-page SEO strategies to enhance search engine rankings and organic traffic.
 - Social Media Strategy:** Created and maintained social media calendars, ensuring consistent brand messaging across platforms.
 - Paid Advertising Management:** Designed and optimized Meta & Google Ads campaigns, achieving a 59% boost in brand visibility and reducing CPL by 20%.
 - Performance Analysis & Reporting:** Monitored digital marketing campaign performance, providing actionable insights that improved campaign effectiveness by 30%.
 - Campaign Execution:** Designed and executed ad campaigns, email campaigns, and WhatsApp marketing using Pinnacle, driving lead generation and audience engagement.
 - Copywriting & Brand Alignment:** Wrote compelling ad copies, emails, and social media content aligned with brand strategy and objectives.
 - Strategic Digital Marketing Planning:** Managed and executed SEO/SEM, social media, and display advertising strategies to increase brand reach and audience engagement.
 - Lead Management & Optimization:** Streamlined lead management processes, ensuring timely follow-ups, conversion tracking, and data-driven maranalysis
 - Key Achievements:**
 - ✓ Boosted brand visibility by 59% through optimized Facebook Ads.
 - ✓ Reduced cost-per-lead (CPL) by 20% with targeted ad campaigns.
 - ✓ Enhanced campaign effectiveness by 30% using in-depth market research and performance analysis.
- QwikSkills** Oct 2022 - Aug 2024
Digital Marketing Manager
 - Strategic Digital Marketing Execution:** Planned and executed SEO/SEM, PPC, email marketing, social media, and display advertising campaigns, ensuring data-driven marketing success.
 - Social Media Management:** Designed, built, and maintained a strong social media presence, driving audience engagement and brand awareness.
 - Performance Analysis & Reporting:** Measured and analyzed the performance of digital marketing campaigns against KPIs and ROI, optimizing strategies for improved results.
 - SEO & Content Marketing:** Led on-page & off-page SEO efforts, including keyword research, image optimization, and content creation, enhancing search rankings and organic traffic.
 - Content Creation & Management:** Created, curated, and managed high-quality, SEO-optimized content for websites, blogs, and social media channels, improving visibility and engagement.
 - Team Leadership & Collaboration:** Managed and guided a team of 5 members, including graphic designers, ensuring seamless execution of marketing initiatives.
 - Key Achievements:**

- ✓ Boosted organic traffic through SEO-driven content strategy.
- ✓ Improved PPC campaign performance by optimizing ad targeting and bidding strategies.
- ✓ Strengthened brand positioning by leading a high-performing marketing team.

- **Adorntex**

May 21 - Sep 2022

Digital Marketing Executive

- **Amazon Ads Management:** Managed Amazon Ads on Seller Central & AMS, including keyword research, bid optimization, and performance tracking to maximize ROI.
- **Campaign Performance Analysis:** Conducted weekly & monthly reporting on Ad spend, Ad sales, overall sales, and return on ad spend (ROAS) for data-driven decision-making.
- **Digital Marketing Strategy:** Planned and executed SEO/SEM, PPC, social media, and display advertising campaigns to drive traffic and conversions.
- **Social Media Management:** Designed, built, and maintained engaging social media presence to increase brand visibility and audience engagement.
- **Performance Tracking & Optimization:** Measured and analyzed digital marketing campaigns, identifying trends and optimizing ad spend based on insights for better performance.
- **Key Achievements:**
 - ✓ Enhanced Amazon Ads ROI through strategic keyword monitoring and bid adjustments.
 - ✓ Improved campaign performance by identifying insights and optimizing ad spend.
 - ✓ Increased organic & paid traffic through data-driven SEO & PPC strategies.

- **WebGain System Pvt Ltd.**

Feb 2019 - Apr 2021

Digital Marketing Executive

- **Social Media Management:** Increased brand awareness and audience engagement by creating and managing social media channels (Twitter, Instagram, Facebook, etc.), boosting reach and interactions.
- **SEO & Content Optimization:** Actively involved in SEO efforts, including keyword research, image optimization, and content strategy, to improve organic visibility.
- **WordPress Blog Management:** Published SEO-optimized, high-readability content with improved rankings and engagement scores.
- **Content Marketing & Web Design:** Provided creative designs and content strategies for marketing campaigns and website updates, leveraging HTML & CSS knowledge.
- **Content Writing & Engagement:** Created informative, engaging, and audience-centric content, ensuring alignment with brand messaging and SEO best practices.
- **Key Achievements:**
 - ✓ Boosted social media engagement through strategic content planning.
 - ✓ Improved website traffic & SEO rankings with optimized blog content.
 - ✓ Enhanced user experience & brand storytelling through creative content strategies.

- **IT Upworks**

Web Developer & SEO (Internship)

- **SEO (On-Page & Off-Page):** Keyword research, link building, technical SEO, content optimization, and ranking improvement strategies.
- **Web Development:** Designing and developing responsive websites using HTML, CSS, JavaScript, and Bootstrap for an enhanced user experience.
- **Industry Trend Analysis:** Researching and identifying the latest trends and technologies shaping the digital landscape.
- **Website Performance Metrics:** Analyzing and interpreting key metrics affecting website traffic, user engagement, and target audience behavior.
- **Content Writing & Strategy:** Crafting high-quality, engaging content for blogs, articles, and web pages with a focus on SEO and creativity.

Education

- **Dr. A.P.J AKTU Lucknow**

2020-2022

MBA (Marketing & IT)

78.4%

- **Dr. A.P.J AKTU Lucknow** 2014-2018
B.tech (CSE)
66.4%
- **Rajni Public School** 2011
Xth
7 CGPA
- **Surendra Yadav IC Kanchanpur** 2014
XIIth (Science)
64.6%

Skills

- Engaging & Informative Content Creation, SEO (on-page & off-page), SMO, ORM, SEM, Amazon PPC, Brand Management, Google ads, Meta ADS, Lead Generation, Marketing Analytics, Memes marketing, Facebook Ads, Content Marketing, Photoshop, Canva, HTML, CSS, JAVASCRIPT, WordPress, GitHub, WordPress Blog Management

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)

Interests

- Traveling, Music, Gaming

Personal Details

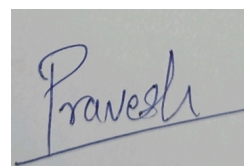
- Date of Birth : 10/10/1995
Marital Status : Single
Nationality : Indian

Languages

- English, Hindi

Declaration

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



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