



# PRAVESH KUMAR

Noida Sec 62A (U.P.)  
9958360775 | Praveshk275@gmail.com

**in** praveshkumar1

## OBJECTIVE

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.

## EXPERIENCE

- **Adorntex**

*May-2021 - July-2022*

Digital Marketing Executive

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 spends.
3. Plans and executes all web, SEO/SEM, social media, and display advertising campaigns. Designs, builds, and maintains our social media presence.
4. Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
5. Identifies trends and insights and optimizes spend and performance based on the insights.

- **Web Gain Technologies**

*Feb-2019 - April-2021*

Digital Marketing Executive

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 optimization, etc.) Create, curate, and manage all published content, images, blogs, video,
3. Keyword Research - Researching the best keywords using the tool as Google Ad words with less competition and high search volume for high Ranking
4. Designing creatives on Adobe Photoshop/Canva
5. Provide creative ideas for content marketing and update website Working knowledge of HTML, CSS, Javascript.
6. Coordinating with client servicing team for data monitoring, reporting & analysis. Google Analytics, Google AdWords Editor, Facebook Platform, Microsoft Excel / Google Sheets, etc.

- **IT UPWORKS**

-

SEO Analyst (internship)

1. Website updation on HTML CSS JavaScript.
2. SEO (on-page & offpage), SMO, ORM.
3. Identifying the latest trends and technologies affecting our industry.
4. Evaluating important metrics that affect our website traffic, service quotas, and target audience.
5. Content writing for articles, blogs with creative writing skills and written, guest posting, directory submissions, blog commenting, Forum posting, and other off-page activities, Web 2.0.

## EDUCATION

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

## CERTIFICATION

- 1. Google Fundamental of Digital marketing 2. Google Analytics Certification 3. Google AdWords certification

## SKILLS

- 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

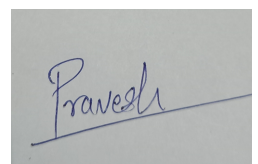
- English, Hindi

## 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