



Pravesh Kumar

Digital Marketing Executive

Praveshk275@gmail.com ✉

09958360775, 09953430930 📞

Sec 62A, Noida, India 📍

linkedin.com/in/praveshkumar1 in

github.com/pravesharya1 🐙

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

R.D Engineering college

08/2014 - 07/2018

Ghaziabad (Uttar Pradesh)

B.tech (Cse)

- Graduated with 66.4 %age.

Post Graduation

Shanti Niketan Group of Institutions (SNGI)

09/2020 - Present

Meerut (Uttar Pradesh)

MBA (Marketing)

- Pursuing

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.
- Measure the performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- 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.

INTERNSHIP

ITUPWORKS

SEO ANALYST

1. Conducting on-site and off-site analysis of your clients' SEO competitors.
2. To handle Digital Marketing campaigns across Instagram, LinkedIn, Google and Facebook
3. Working knowledge of HTML, CSS, and JavaScript development and constraints

SKILLS

1. SEO (on page & off page)

2. Social Media Optimization

3. Search Engine Marketing

4. ORM

5. Social Media Marketing

6. Memes Marketing

7. HTML

8. CSS

9. JAVASCRIPT

10. Wordpress

11. Github

12. PHOTOSHOP

13. Content Writing

PERSONAL DETAILS

Date of Birth : 10/10/1995

Marital Status : Single

Nationality : Indian

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

CERTIFICATIONS

1. Google Digital Garage
2. Google AdWords Certification
3. Google Analytics Certification

KEY SKILLS

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

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

INTERESTS

Travelling, Music, Gaming