

Nupur Seth
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CURRICULUMVITAE

MBA (2013-2015)

Human Resource

Singhania University, Rajasthan

Career objective

Ambitious and determined aspirant seeking to acquire a career in Digital Marketing and utilize my management and skills with a growing organisation or team while making significant contribution in the area assigned all within an organization which recognizes my true potential and provides me sufficient avenues for professional growth through nurturing my skills and competencies.

Qualification

| Degree/Examination | Year | Board/University | College/School | % |
|--------------------|-----------|--------------------------------|---------------------------------|-----|
| MBA | 2013-2015 | Singhania University Rajasthan | Singhania University, Rajasthan | 70% |
| BBA | 2011-2013 | DAVV | Soft Vision College | 89% |
| Matriculation | 2010 | CBSE | Shivpuri Public School | 60% |
| 10 th | 2008 | CBSE | Shivpuri Public School | 62% |

Certification Courses/ Other Qualifications

1. **Digital marketing certificate course** (DG) Digital Gurukul Training Institution, Indore.
2. Proficient in Microsoft Office Tools and Basic Computing applications.

Experience in Digital Marketing: (2.5 year)

- Working in **Yellow Frames** (August 2019- current)

Roles & Responsibilities-

- i. Social Media strategies for brands
- ii. Social media paid campaigns
- iii. Youtube campaigns
- iv. Influencer marketing

- Worked in **Think Out Of The Box Advertising & Communication Services Pvt. Ltd, Mumbai** (Oct 2018- July 2019)

Roles & Responsibilities-

- i. Google Analytics, Google Ad words.
- ii. Social Media Strategy/ Promotion.
- iii. Social Media management across Facebook, Twitter and LinkedIn
- iv. Digital Content Writing/ Creative Designing for Social Media.
- v. Website Testing.
- vi. Competitor Research.

- Worked in **Paarami Digital Consulting, Mumbai** (Jan- Oct 2018)

Role & Responsibilities-

SEO/SEM

- Keywords Research and Keywords Analysis for Clients & Brands.
- SEO Audit for brands and client's websites.
- On Page activities and suggest proper Tags.
- Competitor Research.

Social Media

- Managing Social Media Accounts/Pages.
- Create Ads/Post on Facebook, Instagram, Twitter and LinkedIn.
- Track and Analyses Campaigns of Brands.
- Generate Monthly Reports to track performance for brands.
- Promote content on different platforms.
- Reach Influencers for content promotion.
- Design Creative's for Advertisement.
- Create Ads on Ad words.
- Design Landing page for Website.

- Worked in **m-AdCall Digital Media, Indore** (March-December 2017)
Promoted Campaign (CPI, CPR, CPA and CPV) through Mobile affiliate network.

Achievements/extra-curricular

- Team Captain at state level Hand-ball
- State level Dance champion winner.
- Pro-actively participated in extracurricular activities like dance, debates, anchoring.
- Active planner in college fest, Event planner.

Interpersonal skills

- Ability to work both independently and as a team player.
- Strong Problem solving skills to resolve issue quickly and fairly.
- Good leadership skill to set goal.
- Flexibility in work assignments

Personal profile

Father's Name: Mr. Raj kumar Seth

Date of Birth: 22/06/1992

Mother tongue Hindi

Languages: English, Hindi.

Permanent Address: Lal kothi Physical Road, Shivpuri (M.P)-473551

I hereby declare that all the information provided by me is correct, to the best of my knowledge

Place: Mumbai

Signature
(*NUPUR SETH*)