

LET ME SHARE A LITTLE

ABOUT ME



hey there!

I'm Preet Bairwa

DIGITAL MARKETER

After my **marriage** and relocating to a **new city (Gurugram)**, I decided it was the perfect time to not only change **my job** but also **my career**.

I choose **Digital marketing** because I wanted the **freedom** to work from anywhere and on my own terms.

My journey into this field began with my first job in SEO back in 2016, and I've come full circle by returning to what I love.

As a passionate digital marketer and social media manager,

I now help businesses grow their online presence and engage with their audiences more effectively.

My background in marketing, combined with my ability to leverage social media platforms, allows me to blend creativity with strategic thinking.

This career shift has provided me with the flexibility to balance my professional and personal life.

Let's connect and see how we can elevate your brand together!

HOW I WORK BEST

Strategic Planning

DATA-DRIVEN DECISIONS

I rely on analytics to shape marketing strategies, ensuring every decision is backed by data.

GOAL-ORIENTED

I focus on aligning social media strategies with overarching business objectives to drive tangible results.

Content Creation

CREATIVE STORYTELLING

Crafting compelling narratives that resonate with target audiences across various platforms.

VISUAL EXCELLENCE

High-quality visuals and consistent branding to capture attention and build brand identity.

Community Engagement

ACTIVE LISTENING

Monitoring social channels to understand audience sentiments and engage authentically.

RESPONSIVE INTERACTION

Prompt and meaningful responses to foster community and loyalty.

Campaign Management

INTEGRATED CAMPAIGNS

Coordinating across channels to create cohesive and impactful marketing campaigns.

PERFORMANCE TRACKING

- Regularly reviewing campaign metrics to optimize performance and adjust strategies as needed.

Continuous Learning

STAYING UPDATED

Keeping abreast of the latest trends and tools in digital marketing and social media.

SKILL DEVELOPMENT

Constantly enhancing my skills through workshops, courses, and industry events.

HOW WE CAN BEST WORK TOGETHER



Clear Communication

REGULAR UPDATES

I provide frequent updates and reports on campaign progress and performance.

OPEN FEEDBACK LOOP

Encouraging constructive feedback to refine strategies and improve outcomes.

Collaboration Tools

PREFERRED PLATFORMS

Utilizing project management tools like Trello or Asana for seamless collaboration.

SHARED CALENDARS

Maintaining shared editorial calendars for transparency and synchronization.

Defined Goals

SMART OBJECTIVES

Setting Specific, Measurable, Achievable, Relevant, and Time-bound goals for all initiatives.

MUTUAL AGREEMENT

Ensuring both parties agree on objectives, KPIs, and success metrics.

Flexible Adaptability

AGILITY

Being open to adjusting strategies based on real-time data and evolving business needs.

INNOVATION

Embracing new ideas and approaches to stay ahead in a dynamic digital landscape.

Trust and Reliability

DEPENDABILITY

Consistently meeting deadlines and delivering high-quality work.

INTEGRITY

Building trust through transparency, honesty, and ethical practices.

Q&A

*Don't be afraid to ask
questions!*

THANK YOU FOR GIVING YOUR TIME!

I'm looking forward to working with you all.

