

Harpreet Kaur

Digital Marketing Trainer
& Consultant

CONTACT ME

📍 719, Tower 5, South City, VIP
Road, Zirakpur, Punjab, India -
140603

📞 +91- 9780405510

✉ harpreet.k.13@gmail.com

🌐 <https://www.linkedin.com/in/harpreet-kaur-7385052b/>

EDUCATION

Post Graduate Diploma in Business
Management (PGDBM) – 2005

Bachelor of Computer Application
(BCA) – 2003

Certified Course in Digital Marketing

PROFILE

Result-Oriented professional with 15+ years of experience in MNCs with intense emphasis on spearheading marketing & promotions, marketing strategies and campaign management. Sound knowledge in new technologies and market trends, with the ability to formulate strategies, and make decisions and plan with confidence. Possess excellent leadership and communication skills, with a vast experience in delivering high quality services in the marketing domain.

PROFESSIONAL CONTOUR

DIGITAL MARKETING TRAINER & CONSULTANT

July 2018 onwards

❖ *Freelancer*

- Add value to businesses through consulting on a host of services like search engine marketing, social media marketing and e-mail marketing.
- Impart online training to students, professionals, job seekers and entrepreneurs.
- Provide in-depth training from basic to advance covering over 30 modules in digital marketing (Fundamentals, SEO, SEM, SMM, Analytics, Affiliate Marketing, Bulk Marketing, etc.)

HYUNDAI MOTOR INDIA LTD.

Aug 2008 | Jul 2018

❖ *Marketing Manager*

- Proficiently handled 360 degree marketing for dealership network spread across 5 states of North India.
- Work closely with business partners and various cross functional groups to conceptualize & execute marketing strategies.
- Initiate market research studies to analyze the latest market trends and track competitor activities.
- Drive & evaluate lead generation programs through a mix of advertising & sales promotional activities targeting customer retention & new customer acquisition.

PREVIOUS EXPERIENCE

ORGANIZATION	DESIGNATION	DURATION
Vishal Retail Ltd. (Food vertical)	Asst. Manager – Marketing	May 2008 Jun 2008
Devyani International Ltd. (Costa Coffee)	Marketing Co-ordinator	Jun 2007 Apr 2008
Living Media India Ltd. (India Today Magazine)	Sr. Executive	Sept 2005 Oct 2006
Machino Media Pvt. Ltd.	International Support Executive	Jan 2005 Sep 2005