

karan

xyz@gmail.com | 123456789

Summary

8+ Years of Experience in Marketing,
Digital Branding, Social Media, Media
Buying and Growing Business

Education

Academic History

Personal Interest

B.Tech in INFORMATION TECHNOLOGY, 2013 - 2017

College

PURE SCIENCE, 2011 - 2013

School

Class 10th - 2011

School

Skills

Social MediaBusiness DevelopmentDigital MarketingMarketing Strategy & PlanningTeam Management

Projects

Completed 6 month dissertation on topic Cloning and Heterologous Expression of nmr-A in E. coli, from Regional Centre for Biotechnology, Faridabad (January 2023-June 2023).

Biophysical characterization of Hydrogen Peroxide modified albumin

Experience

Company 1

Director - Media Buying &

Planning

Identify new business opportunities & Lead Pitches

Provide business solutions through media approaches for

different brands detailed out here Undertake key

initiatives/business solutions in tandem with clients'

goals, business objectives and priorities Lead the media

team of 18 people and ensure smooth functioning on

deliverables Explore opportunities in terms of Media

buying

and

achieve

desired

results

for

clients

(programmatic, Native, Affiliate, Innovations etc.,)

Increased Media Spending by 268%

within two years

Apr, 2021 -Company 2

June, 22Head of Digital & Group Account

Director

Planning and strategising for Online Marketing

Monitoring all Digital Ads (Facebook, LinkedIn, YouTube,

Google, Pinterest)

Media Buying

Monitoring all SEO, SEM, ORM activities

Pitching new clients

Handling a Team or 35 people

Increased Revenue by 68% within a yea

Certificates

Completed 45 days training in MRD Life science Private Ltd. Lucknow on Hands on industrialtraining w

Languages

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