

# Karan

xyz@gmail.com | 123456789

## Summary

He has over 8 years of experience in Marketing, Digital Branding, and Social Media. Expertise in Media Buying and growing business revenue

## Education

B.Tech in Information Technology: 2013 - 2017.

Pure Science (12th Grade): 2011 - 2013.

Class 10th: Completed in 2011.

## Skills

Digital Marketing and Social Media Marketing Strategy & Planning Business Development Team Management

## Projects

The "Projects" section in this file (Cloning and Heterologous Expression ) appears to be a mistake, as it matches the Biotechnology projects from the previous resume (Aditis) and does not align with Arpit's HR and Science background. You may want to double-check this on the original document.

## Experience

Company 1 | Director - Media Buying & Planning

April 2021 - June 2022

Leadership: Led a media team of 18 people to ensure smooth delivery of results.

Growth: Increased media spending by 268% within two years.

Strategy: Identified new business opportunities and led pitches for various brands.

Technical: Managed Programmatic, Native, Affiliate, and Innovation-based media buying.

Company 2 | Head of Digital & Group Account Director

Revenue Impact: Increased company revenue by 68% within a single year.

Operations: Monitored all Digital Ads across platforms including Facebook, LinkedIn, YouTube, Google, and Pinterest.

Management: Handled a large team of 35 people.

Technical Oversight: Monitored all SEO, SEM, and ORM (Online Reputation Management) activities.

## Certificates

AWS certified

## Languages

english , hindi

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