**Mavanpreet kaur**

 Phone no. 7973843299

 Email id : iww.mavan@gmail.com

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|   | **P R O F I L E  S U M M A R Y** |   |
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|   | * Solutions-focused, meticulous and result-oriented professional with over 2 years of a successful career with diverse roles distinguished by commended performance and proven results
* Currently associated with **Indiawebwide** as Digital Marketing Executive and involved in all activities related to Campaign Management, Brand Management and Channel Management
* Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning
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|   | **C O R E   C O M P E T E N C I E S** |   |
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| ~ Campaign Management~ Brand Management  ~ Channel Management |  |

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|   | **O R G A N I Z A T I O N A L   E X P E R I E N C E** |   |
|   | **Digital Marketing Executive** Indiawebwide,Mohali  August 2018 – May 2020LectureRayat College RoparOctober 2009 – July 2016 |   |
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|  | **Key Result Areas:** |  |
|   | * Managing seasonal digital marketing brand campaigns including creative development
* Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
* Monitoring the success of Social Media Campaigns
* Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
* Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion
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|  | **A C A D E M I C  D E T A I L S** |   |
|   |   |   |
|   | * MBA with specialization in HR from Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune in 2013 with 65% marks
* BE (Information Technology) from Chandigarh Engineering College in 2009 with 77.6% marks
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|   | **I T  S K I L L S** |   |
|   |   |   |
|   | * Knowledge of MS Office, Google Analytics and Internet Applications and android Development
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