**Mavanpreet kaur**

Phone no. 7973843299

Email id : [iww.mavan@gmail.com](mailto:iww.mavan@gmail.com)

|  |  |
| --- | --- |
|  |  |
|  | **P R O F I L E  S U M M A R Y** |  |
|  |  |  |
|  | * 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 |  |
|  |  |  |
|  | **C O R E   C O M P E T E N C I E S** |  |
|  |  |  |
|  | |  |  | | --- | --- | | ~ Campaign Management  ~ Brand Management   ~ Channel Management |  | |  |
|  |  |  |
|  |  |  |
|  | **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 2020  Lecture  Rayat College Ropar  October 2009 – July 2016 |  |
|  |  |  |
|  | **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 |  |
|  |
|  |
|  |
|  |
|  |  |  |
|  | **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 |  |
|  |  |  |
|  | **I T  S K I L L S** |  |
|  |  |  |
|  | * Knowledge of MS Office, Google Analytics and Internet Applications and android Development |  |