# Parveen Kumar

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**Digital Marketing Executive**

A forward-thinking individual with a passion for excellence, I am adept at listening to client’s needs, then analyzing and implementing the best marketing solution. I have devoted my career to developing winning marketing strategies, brand recognition and growth while positively impacting businesses and communities.

**PROFILE SUMMARY**

* A **Digital Marketing Trainee** with nearly **6 Months** of experience Developed marketing and promotion strategies.
* **3 months** of experience as **Junior** **SEO Executive** from OCT 22, 2018 to 4 Feb, 2019 in Leading Edge Info Solutions
* **1 Year and 3 Months** experience as **SEO Executive** from 13 March 2019 to 10 June 2020 in Expobiz IT Solutions
* Experienced in working with clients, business managers and technical teams for executing concurrent projects.

**ORGANISATIONAL EXPERIENCE**

March 13, 2019 to June 10, 2020 with **Expobiz IT Solutions**, Mohali as **SEO Executive**

Oct 22, 2018 to Feb 4, 2019 with **Leading Edge Info Solutions**, Mohali as **Jr. SEO Executive**

Feb 1, 2018 to July 31, 2018 with **EH1 Infotech**, Mohali as **Digital Marketing Trainee**

Mar 8, 2016 to June 10, 2017 with **IDS InfoTech Ltd**., Mohali as **Process Associate**

Jul 20, 2013 to Sep 10, 2014 with **Kochar InfoTech (P) Ltd.**, Amritsar as **Technical Support Executive**

* Enhance brand awareness in the digital space.
* Identify social media opportunities and develop an actionable plan for execution.
* Recommend and develop strategies for growing and leveraging our social media follower base using promotions, contests, polls, ads, surveys and referral programs.
* Cooperating with other teammates across the organization for efficient work progress
* Contribute and participate in new feature/product specifications.

**SKILLS**

Digital Marketing Strategy Email-Marketing

Search Engine Optimization Lead Generation

Social Media Marketing YouTube Marketing

Social Media Optimization

Brand Building

**EDUCATION**

* BCA (Bachelor of Computer Applications ) Hindu College, Amritsar in 2015 with 66%
* Higher Secondary(10+2) D.A.V. Sr. Sec. School, Amritsar in 2012 with 66%
* Secondary Schooling(10th) D.A.V. Sr. Sec. School, Amritsar in 2010 with 65%

**ADDITIONAL CERTIFICATIONS**

* Having certification of Developing Web Applications using ASP.Net from D-LINK INSTITUTE.

**EXTRA CURRICULAR ACTIVITIES**

* Represented as a Cricketer in District Level Team.

**PERSONAL DETAILS**

Father’s Name Raj Kumar

Mother’s Name Bheema Devi

Date of Birth: 03 Jan, 1995

Permanent Address: Village Chamrani, PO Chowk, Tehsil SarkaGhat,

Distt. Mandi, Himachal Pradesh, 175033

Correspondence Address: H. No. 1311, Sunny Enclave, Kharar, Punjab, 140301

Languages Known: English, Hindi and Punjabi

Hobbies: Cricket and Workout