

WORK EXPERIENCE

1. ENGINEERS CRADLE - Punjab (IN) Jan 2022 – Apr 2022

Head of Content, Freelance

- Increased LinkedIn interactions by 53% by identifying issues, researching, planning and strategizing content
- Led a team of interns to create text and graphics for website and social media handles
- Set up the workflow by designing work process from starting till execution and trained team members to learn new skills

2. SEEKHO – Punjab (IN) Nov 2021 – Feb 2022

Creative Designer, Freelance

- Increased engagement by 89% by writing and designing ad copies for campaigns and was Offered full time role
- Supervised a team of 2 interns and collaborated with Freelancer to build and grow product and consulting social media pages

3. EMO MATRIX - Punjab (IN) July 2021 – Oct 2021

Marketing and Advertising, Intern

- Awarded with “Badge of Creativity” for analyzing information objectively and making reasonable judgments
- Improved Instagram likes by 132%, email opening rate by 183% and clicking rate by 217% by researching, and creating designs

4. XPERT D2C SCHOOL – Punjab (IN) Apr 2021 – Jul 2021

Marketing Strategy, Intern

- Made highest increase in online community members by taking initiative of doing LinkedIn prospecting
- Built Brand presence by creating Social media posts, writing Blogs, Presentations which were set as examples for other interns

5. OLCADEMY – Punjab (IN) Jan 2021 – Mar 2021

Business Strategy, Intern

- Did competitive analysis, co-ordinated and created course marketing plans and prepared a brand book for the startup

6. COGRAD - Punjab (IN) Apr 2020 – Jun 2020

Digital Marketing, Intern

- Raised Rs 3500 as revenue in 8 days by initiating, directing and executing online competition
- Increased Quora page views by 10 times by writing and website score by 70% by providing consultation on layout and content

7. VEDANTU – Delhi (IN) Jun 2019 – Aug 2019

Business Development Associate

- Did Consultative outbound calls to fix appointments and demo sessions with potential customers
- Sold a product interstate through a cold call communication

EDUCATION

Jaypee University of Information Technology, Himachal Pradesh

2015 – 2019

Bachelor of Technology (Electronics and Communication Engineering)

CERTIFICATIONS

- The Fundamentals of Digital Marketing by Google
- Foundation of Project management by Google
- Google Ads Search certification by Google
- Learning Hubspot CRM by LinkedIn
- Semrush SEO Crash course by Semrush Academy

ACHIEVEMENTS

- Cleared SBI Apprenticeship exam and SSC GD (**Government Exam**)
- Finalist of Plan B: Architect The Next Business Empire competition
- Selected for WPP’s ‘Next Gen Leaders’ programme 2022