

# PRAPTI BARUA



## CONTACT

● [praptibarua41@gmail.com](mailto:praptibarua41@gmail.com)

● 9958877038

● New Delhi 110076

## EDUCATION AND TRAINING

01/2017

### SENIOR SECONDARY BOARD (CBSE) 12TH

KENDRIYA VIDYALAYA NTPC

01/2015

### SECONDARY BOARD (CBSE) 10TH

KENDRIYA VIDYALAYA NTPC

### BSc - Multimedia Mass Communications

Indraprastha College for Women, The University Of Delhi North Campus

This course has given me the vast exposure and basic knowledge for both online and off line media.

## LANGUAGES

**English, Hindi, Bengali:** First Language

**German:** C2  
Proficient

## SUMMARY

Seeking a challenging career with a progressive organisation that provides an opportunity to capitalise my communication skills and abilities in the field of multimedia mass communication (BMMMC). Insightful Digital Marketing Executive bringing almost 2 years of hands-on experience managing digital marketing campaigns heavily focused on customer retention and revenue generation. Objective and practical professional with proven success in direct response marketing through multiple online channels.

Highly-motivated employee with desire to take on new challenges. Strong work ethic, adaptability, and exceptional interpersonal skills. multitasking, and time management abilities. Adept at working effectively unsupervised and quickly mastering new skills.

## SKILLS

- Media planner (Blogger)
- Graphic designing
- Technical writer
- Content co-ordinator
- Google Analytics Expertise
- Pay-Per-Click Advertising
- Email Marketing Campaigns
- Search Engine Optimization
- Multichannel Marketing
- Product Promotion
- Cross-Departmental Alignment
- Training and Onboarding
- Market Trends Analysis
- Campaign Performance Tracking
- Brand Development
- Brand Promotion
- Product Lifecycle Management
- Adaptability and Flexibility
- Database Management
- Audience Engagement
- Decision-Making
- Public Relations Strategies
- Media Communications
- Problem-Solving
- Web Content Creation
- Promotions and Advertising
- Product and Service Promotion
- Schedule Coordination
- Teamwork and Collaboration
- Time Management Abilities
- Excellent Communication
- Reliability
- Social Media Account Administration
- Team Management
- Goal Setting
- Problem-Solving Abilities
- Written Communication
- Social Media Management
- Digital Communications
- Social Media Marketing
- Team Collaboration
- Multitasking
- Public Speaking
- Team Building

## EXPERIENCE

---

### Digital Marketing Executive Gyanwave

- 06/2022 - Current
- Created content for website, social media accounts, email campaigns and other digital channels.
  - Oversaw social media and digital marketing strategy to increase brand exposure and audience engagement.
  - Utilized Twitter and Facebook to promote products, services and content.
  - Worked closely with clients in order to understand their needs and develop tailored solutions accordingly.
  - Analyzed customer feedback from various sources to improve user experience.
  - Developed and implemented multi-channel digital marketing strategies.
  - Identified opportunities for improving processes related to creating and executing successful digital campaigns.
  - Executed paid search campaigns on platforms such as Google Adwords and Bing Ads.
  - Developed promotional materials for webpages, emails, newsletters and other digital mediums.
  - Developed targeted strategies and project plans to drive vision and enhance business value.
  - Tracked competitors' activities in order to stay ahead of the competition.
  - Monitored performance of campaigns using analytics software such as Google Analytics.
  - Assisted in the development of online advertising campaigns to generate leads and increase brand awareness.
  - Hired, trained and mentored marketing staff.
  - Provided training and guidance on effective use of digital tools such as CRMs or CMSs.
  - Developed marketing strategies based on corporate objectives and market trends.
  - Planned and facilitated meetings to share marketing plans and explain future business goals.
  - Delivered marketing strategy updates to upper-level management.
  - Collaborated with other departments to coordinate strategic marketing activities.
  - Prepared marketing campaign budgets with finance personnel.
  - Evaluated marketing personnel and offered constructive feedback on ways to improve.
  - Coordinated marketing events for showcasing product and service offerings.
  - Interviewed and hired talented individuals to add value to marketing team.

## LANGUAGES

---

English, Hindi, Bengali, German,

## DISCLAIMER

---

I hereby declare that all the information provided above is true to the best of my knowledge.