



# Manpreet Kaur

## Advertising Executive

### My Contact

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### Hard Skill

- Financial modeling and reporting
- Data mining and analysis
- Pitching
- Business valuation
- Advanced MIS proficiency

### Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking
- Teamwork
- Time Management
- Problem solving

### Education Background

- M.Com from IGNOU  
2023 - Ongoing
- B.Com from Delhi University  
Specialization in Marketing  
Completed in 2017
- Intermediate  
*Guru Harkrishan Public School*  
Completed in 2014
- Matriculation  
*Guru Harkrishan Public School*  
Completed in 2012

### About Me

Marketing Professional with proven experience in planning and coordinating marketing policies and programs, such as determining the demand of the product and services offered by a firm and its competitors in order to identify new potential customers. Strong expertise in developing pricing strategies with the goal of maximizing the profits.

### Professional Experience

Competition Success Review Pvt. Ltd. | Advertising Executive  
2017 – Present

#### Key responsibilities:

- Consulting with clients to determine their advertising needs and preferences.
- Overseeing all advertising campaign stages, including industry research, product development, demonstrations, campaign launches, and promotional events.
- Managing assigned key accounts and liaising between clients and internal departments.
- Answering client queries and resolving issues in a timely manner.
- Supervising and coordinating design teams, as well as contributing creative input.
- Researching clients' business activities to customize advertising campaigns.
- Identifying new business leads and contributing to the expansion of business activities.
- Establishing and maintaining strong professional networks and partnerships.
- Preparing campaign budgets and work schedules, as well as setting project deadlines.
- Documenting campaign processes and keeping abreast of industry trends.
- Assisting in the creation of press releases and new blog post.
- Making Dynamic Dashboards which easily present the data and summarized it in efficient way.
- Experience in reaching multiple platforms. Create content for blog posts and social media to support marketing objectives increase user engagement and raise brand awareness.

### Achievements

- Established new accounts on monthly basis resulting in Ad revenue which has grown from 2021 to 2022 by 39%.
- Key major accounts - Strong in retention of clients by understanding their business needs and selling across all titles. This resulted in growing key major accounts by 50%
- Strategic in working with Editors and advertisers by building Ad Campaigns around editorial content on a consistent basis. This resulted in my total annual Ad Revenue being increased by 14%.
- Consistently met and exceeded monthly goals.