

# Prateek Sharma

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Digital Marketing Professional with 7 years of experience specializing in InsureTech, Health, Real Estate, Education, Retail, and more. Proven track record in delivering successful marketing campaigns and brand management across multiple platforms, including digital, OTT, ATL/TTL and BTL. Expertise in lead generation, content marketing, and brand strategy development.

## TRAINING

### Digital Marketing

Trained in Facebook advertising, Google ads, LinkedIn ads, Twitter ads, Instagram ads, OTT Advertisement,

Skills acquired :

- Digital marketing
- Facebook Marketing, Ads and videos
- Youtube Marketing
- Twitter
- LinkedIn
- Instagram
- Google Adsense and Adwords
- Google Analytics
- SEO - Search Engine Optimization
- SMM - Social Media Marketing
- SEM - Social Engine Marketing
- Influencer marketing
- Email marketing
- Inbond marketing
- Web analytics
- Budgetary control of all digital marketing and social media efforts.
- Ensuring that all marketing activity is in line with corporate guidelines, local legislation and data protection laws.
- Ensuring targeted segmentation of the company's customer database.
- Managing high volumes of traffic to the company website.
- Using analytical tools to draw conclusions from statistics.
- Planning and executing web, email and social media advertising campaigns.

## AREAS OF EXPERTISE

Leads Generation  
PPC, Instagram & Facebook ads.  
OTT Ads: HotStar, MX Player Etc.  
Cost-per-sale optimization  
Customer acquisition  
Brand development  
Brand alignment  
Online Marketing  
Branding & Promotion  
Experienced in InsureTech, Education, Retail, Ayurveda, & Real Estate Etc.

## KEY SKILLS

Strong program management skills  
Calm and focused in stressful situations

## TOOLS

Google Ad words, GA4, Facebook Ads Manager, LinkedIn Ads Manager, MS-Excel, MS-Word, PowerPoint, Filmora 9 video editing software, Power Director video editing software, Canva, White board Animation.

## Hobbies

Dancing

Badminton

## Languages

English, Hindi

## EDUCATION

### CCS University, Meerut — *M.Com (Finance)*

2017 – 2019

### CCS University, Meerut — *B.Com*

2014 - 2017

### Spring Dale Academy, Sikandrabad — *Intermediate(12th)*

2013

Affiliated with CBSE.

### B.B.C. Senior Secondary School, Sikandrabad — *Metric(10th)*

2010

Affiliated with CBSE.

## Work Experience:

### 1. Insurance Samadhan (Jan 2023 - Present)

#### Digital Marketing Manager

- Responsible for end-to-end brand strategy and planning.
- Execution of marketing campaigns and lead generation initiatives.
- Development of marketing mix and influencer marketing strategy.
- New product launch planning and execution.
- Content conceptualization for various channels.
- Market research, agency management, and social media marketing.

### 2. ZerosAndOnes Digital Pvt Ltd (Jan 2017 - Jan 2023)

#### Assistant Manager – Digital Marketing

- Managed SEO/SEM, Social Media, Content Creation, Media Planning, and Online Reputation Management.
- Customized digital marketing strategies for clients.
- Social media asset growth and campaign performance tracking.
- Influencer marketing and campaign management.