

CURRICULUM - VITAE

NAME :- PUSHPENDRA PAL
Degree :- B.TECH (Chemical Engineering)
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Local Address :- Flat No. 301, Krishna Apartments, Sector-70, Noida - 201301

Objective

To work with a dynamic organization having a competitive environment to make the optimal use of my skills, help the organization grow and develop myself in the process.

Academic Record

Class/Course	Name of the Institution	University/Board of Study	Year of passing	Percentage
B.TECH. (CHEMICAL)	Meerut Institute of Engineering and Technology Meerut (UP)	Uttar Pradesh Technical University	2014	67.64%
Intermediate	S D Inter College Hasanpur Mainpuri (UP)	U.P. Board	2009	74.8%
High school	S D Inter College Hasanpur Mainpuri (UP)	U.P. Board	2006	73%

Technical Skills

- 8+ Years of Experience in Google Adwords & Google Adsense
- 8+ Years of Experience in SEO & Social Media Marketing
- 8+ Years of Experience in Apps Marketing & Youtube Advertisement
- 8+ Years of Experience in Wordpress, Shopify & Affiliate Marketing
- 6+ Year of Experience in E-mail, Whatsapp & SMS Marketing
- Proficient in Google Analytics & Google Webmaster & SA360
- Proficient with MS Word, Excel and PowerPoint
- Experienced in Branding Collaterals Design

Certifications

- Certified Digital Marketing Strategist
- Facebook Marketing & Advertisement Certified
- Google Certification in Display Advertisement
- Google Certification in Search Advertisement
- Google Certification in Shopping Advertisement
- Google Certification in Youtube Advertisement
- Google Certification in Apps Promotions
- Google Certification in PPC Optimization
- Google Certification in Google Analytics

Work Experience

SMARTPRIX WEB PRIVATE LIMITED

- ❖ **Industry - E-commerce (Affiliate)**
- ❖ **Designation : SEO Analyst**
- ❖ **Duration : July 2014 - September 2016**

- ❖ **Designation : Digital Marketing Manager**
- ❖ **Duration : September 2016 - September 2018**

Roles & Responsibility:

- ❖ Take Care of SEO for websites content, Youtube videos content, Apps Content optimization.
- ❖ Keyword planning, analysis & Performance tracking for quality traffic generation.
- ❖ Complete On-page & Off-Page Planning for Website to get Best CTR through Organic Search.
- ❖ Achievement to Get 6 Million traffic through Organic Search Only.
- ❖ On-site SEO Implementations & Backlink Creations from High DA & PA Niche websites.
- ❖ Facebook Ads Planning to get More online sell & Convert target Audience into User.
- ❖ Analysis of Website & App Performance with the help of digital tools.
- ❖ Build & Plan New Marketing Strategies to target New Audience & Retain the Customer/User.
- ❖ Analysis of Traffic Performance & User Engagement on Our Website/e-Learning App.
- ❖ App Promotions Through Youtube Marketing & Hotstar Marketing.

SMARTSCHOOL EDUCATION PVT LTD

- ❖ **Industry - EdTech**
- ❖ **Designation : Senior Digital Marketing Manager**
- ❖ **Duration : September 2018 to March 2021**

Roles & Responsibility:

- ❖ Assuring Proper Implementation of Different Digital Marketing Strategies and techniques such as SEO, PPC advertisement, email & SMS Marketing, etc.
- ❖ Achievement to Get 290% ROI in Year 2019.
- ❖ On-site SEO Implementations & Backlink Creations from High DA & PA Niche websites.
- ❖ Build & Plan New Marketing Strategies to target New Audience & Retain the Customer/User.
- ❖ Analysis of Website & App Performance with the help of digital tools.
- ❖ Analysis of Traffic Performance & User Engagement on Our Website/e-Learning App.
- ❖ Lead Generation Through Social Media Ads, Google Ads & Youtube Ads.
- ❖ App Promotions Through Google Ads & Youtube Marketing.
- ❖ Lead Generation for B2C Business & B2B Business on daily Basis.
- ❖ Take Daily Reporting of Work from My Team (Specially on Budget Spent & Performance).
- ❖ Make Reports for Top Management (ROI Report, Budget Spent, App Promotion & Website Performance Reports).
- ❖ Implementation of Automation Strategies like Drip strategy in email marketing & API integration of CRM & email marketing tool (Mailchimp & Sendinblue).

ARK Infosolutions Private Limited (Aditya Group)

- ❖ **Industry - EdTech & SaaS**
- ❖ **Designation : Digital Marketing Head**
- ❖ **Duration : April 2021 to Till now**

Roles & Responsibility:

- ❖ Handling a team of 8 Peoples, Included vertical managers for every venture.
- ❖ To Prepare the digital marketing plans for ever venture which comes under company (MindBox, ARK Infosolutions, CP Plus & ICT360)
- ❖ Assuring Proper Implementation of Different Digital Marketing Strategies and techniques such as SEO, PPC advertisement, email & SMS Marketing, etc.
- ❖ Brand Building & Communications for Brand.
- ❖ Achievement to Get overall 230% ROI in Year 2021.
- ❖ Best SEO Implementations Pratices to boost the organic search of brand.
- ❖ Build & Plan New Marketing Strategies to target New Audience & Retain the Customer/User.
- ❖ Lead Generation for B2C Business & B2B Business on daily Basis.
- ❖ Take Daily Reporting of Work from My Team (Specially on Budget Spent & Performance).
- ❖ Make Reports for Top Management (ROI Report, Budget Spent, App Promotion & Website Performance Reports).
- ❖ Implementation of Automation Strategies like Drip strategy in email marketing & API integration with CRM (Sendinblue, Mailchimp, Leadsqaured, Salesforce).
- ❖ Working on VC Series A funding.

Achievements

- Awarded by DISTRICT MAGISTRATE For Science Competition.
- Winner in NATIONAL CHILDREN SCIENCE COMPETITION At District Level.
- Winner in NATIONAL CHILDREN SCIENCE COMPETITION At Zonal Level.
- Participated in NATIONAL CONFERENCE on Environment Engineering held at MIET.

Personal Details

Date of Birth : July 26, 1992
Sex : Male
Age : 30
Father's Name : Shri Ram Naresh Pal
Permanent Address : House no - 20 Civil Line Mainpuri (U.P.)
Languages Known : Hindi, English

Strengths

- Quick & Keen learner.
- Possesses excellent convincing capabilities.
- Can work effectively in a team, as well as individually.
- Adaptable to any environment and situation.
- Incessant Urge to Learn & improve.

Declaration

I, [Pushpendra Pal], hereby affirm that all the details furnished above are true and correct to the best of my knowledge and belief.

Place: Delhi
Date:

Signature and Name
(Pushpendra Pal)