



TANYA PANDEY

DIGITAL MARKETING EXECUTIVE



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804, A10 Habitech
Panchtatva, Gr Noida West

Experience

Clearpack Automation Pvt Ltd, Greater Noida | 16th August 2022 - Till date | **Current CTC - 6.7 lpa**
Digital Marketing Executive

- Execute new and creative collaborations among technologies and platforms
- Managing the organization's website and maintaining it, keeping best practices in mind
- Designing and managing ads on Google and social media platforms.
- Managing exhibition events of the company and creating awareness for the same on digital platforms.

Eastman Auto and Power Limited, Gurugram | 02/2021 - 07/2022
Marketing Executive

Meta campaign execution for the international market. Conceptualization and execution communication on Digital Media. Managing Digital Marketing agencies in India for MENA, Africa, and Latin America - Development of Communication strategy & creatives along with ensuring its implementation in line with projected outcomes via agency on board.

MBBSDIRECT Consultancy Pvt Ltd. Noida | 05/2020 - 01/2021
Sr. Digital Marketing Executive

Creating, optimizing, and expanding social media reach. Overseeing and Developing Marketing Campaigns. Created proposals and plans for many clients.

ONEDIRECT Pvt Ltd | Okhla, New Delhi | 12/2019 - 04/2020
Marketing Executive

Handling queries on all major social media platforms for big clients like Airtel, Tata Sky, Lifestyle, and many more. Overseeing and developing marketing campaigns. Created proposals and plans for brands

Education

PGDM | Pursuing
IMS Ghaziabad

Masters in Digital Marketing | Certification | 06/19 - 12/19
Delhi Institute of Digital Marketing, New Delhi

BBA | 08/16 - 05/19
Integral University, Lucknow

Certifications

Google Ads
Hubspot

Skills

ATL, BTL, TTL | Google Ads | Social Media Strategy
Website Development | Analytics | SEO | Agency handling | Negotiation