

JAYA PANT

DIGITAL MARKETING & PROJECT MANAGMENT PROFESSIONAL

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PROFILE

Dedicated, Information Technology and master's in business administration professional, seeking a position that offers professional growth in the field of marketing, organizational management and research to utilize my skills and abilities, while being service minded, digital, resourceful, innovative and flexible.

EDUCATION

Masters, Business Administration Swami Vivekananda Subharti University AICTE & UGC Approved Meerut University, U.P	Graduated, December (2017-2019) Grade A Division 1
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Bachelor, Technology DIT School of Engineering & Technology Uttar Pradesh Technical University Greater Noida, U.P	Graduated, July (2009-2013) Marks 76.47% Division 1
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10+2 th Pratibha Vikas Vidyalaya, Surajmal Vihar CBSE Board New Delhi, Delhi	Graduated, July 2009 Marks 76.42% Division 1
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10th Pratibha Vikas Vidyalaya, Surajmal Vihar CBSE Board New Delhi, Delhi	Graduated, July 2007 Marks 85.2% Division 1
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PROFESSIONAL QUALIFICATIONS AND AFFILIATIONS

- Digital Marketing Google Certified Professional.
- MOZ SEO Certified Professional.
- Full Fledge experience on Google AdWords, Facebook Paid Campaigns, Quora Campaigns, LinkedIn Campaigns, SEO, social media, WordPress Website Development, Posts/ Sliders / Info graphics Designing.
- Digital Marketing Training completed under Digi perform (Digital Marketing Training Institute).
- Google Analytics Training completed under Kangaroo wings (Digital Marketing Training Institute).

CERTIFICATIONS

- Google AdWords
- Facebook Blueprint
- Google Analytics
- Twitter Graduate
- Google Shopping

WORK EXPERIENCE

April 2022 – Till Date

DIGITAL MARKETING MANAGER

Blossom Kochhar Group of
Companies (BKBP Group)
New Delhi, 110049

BKBP is a FMCG company having multiple companies under its umbrella named as Blossom Kochhar Aroma Magic (E-commerce), Blossom Kochhar College of Creative Arts, Tea Room (Café), Blossom Kochhar Spalon (Spa & Salon) and Peppere Water (Restaurant), I am working on digital marketing of all the BKBP Group. They are serving client across the globe. Roles and responsibility include team handling, strategizing and execution of digital marketing projects. A deep description of my job role is given below:

- Search Engine Optimization (On page & off page activity), Social Media Posts Designing and Handling.
- Leads Generation through Quora, LinkedIn, Facebook, Google AdWords, Taboola and other Paid campaigns.
- Shopify Website Designing, Managing and Development.
- Email Marketing, SMS Marketing and Video design and marketing.
- Client dealing (B2B & B2C) and Business development.
- Coordination with Production and Operations Team
- Handling Budget and Coordinating with Social media agencies.
- Working with Brand and Marketing Team to ensure the
- Counselling and brand marketing operations handling.
- Digital Marketing 360 campaigns running for awareness, consideration and conversion.

Team handling and maintaining work balance in organization and team.

November 2015 – March 2022

DIGITAL MARKETING SPECIALIST

Frantic Infotech Pvt Ltd.
Noida, UP

Frantic infotech is IT software company, working on mobile app development and digital marketing projects. They are serving client across the globe. Roles and responsibility include team handling, strategizing and execution of digital marketing projects. A deep description of my job role is given below:

- Search Engine Optimization (On page & off page activity), Social Media Posts Designing and Handling.
- Leads Generation through Quora, LinkedIn, Facebook, Google AdWords, Taboola and other Paid campaigns.
- WordPress Website Designing, Managing and Development.
- Email Marketing, SMS Marketing and Video design and marketing.
- Client dealing (B2B & B2C) and Business development.
- Personnel management and HR operations Handling.
- Counselling and brand marketing operations handling.
- Digital Marketing 360
- Team handling and maintaining work balance in organization and team.

August 2014 – November 2015

SEO EXECUTIVE

Envigo Online Marketing Pvt Ltd.
Chattarpur, Delhi-NCR

Envigo is a Digital Marketing Company specialized in Internet marketing services. The services include SEO, SMO, PPC and Online Marketing.

October 2013 – August 2014

ASSOCIATE RESEARCH ANALYST

Google India Pvt. Ltd.

Gurgaon, Haryana

Google is an American Multinational Company specializing in Internet-related services and products. These include online advertising technologies, Research, cloud computing, and software.

Campaign & Product Analysis with Campaign Profitability Reports

- Campaign analysis using Google propriety tool.
- Verify whether listed campaign is working as expected or not.
- Create summarize reports for senior management to show the loss in revenue.
- Using Google propriety tools compare various product based on their characteristics.
- Based on user inputs recommend product from specific merchant.
- Create reports for merchants to show campaign profitability.
- Create summarize reports for merchant to show which campaign is more profitable.
- Create reports to show the target zip and population (by demographics) to run future campaign.

INTERESTS

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- Listening to Music
 - Reciting Sanskrit Shlokas
 - Cooking & travelling
 - Facebook Posts Designing
 - Learning New Strategies
 - Doing Theatre & Concerts
 - Animated Video Making

PERSONAL DETAILS

Father's Name:	Mr. S.C Pant	Marital Status:	Married
Birthday:	March 01, 1992	Nationality:	Indian
Gender:	Female	Language:	Hindi, English

Declaration

I, Jaya Pant, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Jaya Pant (Delhi)

