

# Simranjeet Singh Bhamrah

## Digital Marketing Executive

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Jorhat, India



## EXPERIENCE

### Digital Marketing Executive

SBP Group | [www.sbpgroup.in](http://www.sbpgroup.in)

June 2019 – July 2020 Mohali, Punjab – India

<https://www.sbpgroup.in>

Responsibilities

- Planned, measured and reported digital marketing campaigns and maintained the social media presence across all digital channels,
- Actively involved in SEO (Keyword, Image Optimization, etc.), Measured the performance of digital marketing efforts using a variety of Web analytics tools. And, acquired insight into online marketing trends and keep strategies up-to-date.

Impact

- Increased brand awareness,
- Generated leads & engaged audience.

### Marketing Intern

The Institute of Computer Accountants

June 2018 – July 2019 Jorhat, Assam – India

<https://www.icajobguarantee.com>

Summer Internship Programme | Responsibilities

Presented ideas & strategies,

- Actively involved in promotional activities and
- Led campaigns on social media.

## EDUCATION

### Post Graduate Diploma in Business Management (On-Going)

NMIMS (NGASCE) | Specialized in Information Technology and Systems Management

August 2020

Mumbai, Maharashtra – India

The Program develops critical Thinking, Managerial skills & stresses on the use of modern techniques to analyze & develop business solutions in the IT field.

### Bachelors of Business Administration

Chitkara University | Specialized in Digital Marketing

May 2019

Rajpura, Punjab – India

Specialized Core – Marketing Fundamentals, Content Marketing, E-Mail Marketing, Social Media Marketing, Google Ads, Google Analytics, SEO, Digital Creative, Digital Brand Building, E-Commerce, Web Dev.

## STRENGTH



### Actively Listening

I love reading and learning new things to improve myself and be tuned with dynamically changing world and trends.



### Decision Making & Time Management

I like to analyse data, find a simple direction and goal, make a plan of actions in order to fit in a deadline, and execute it.



### Empathy

I note and listen to understand people. I'm very curious why they act and think in a certain way and how they make choices.

## LANGUAGES

English

Proficient



Hindi

Native



Punjabi

Native



Assamese

Native



## TECHNOLOGIES

### Hard Skills

Photoshop/XD/Illustrator (Adobe) Adobe Dreamweaver

HTML5/CSS3 Basic React.js Business Manager/Facebook

Google Ads/Analytics/Webmaster FCP/Video Editing

WordPress FL Studio MS Office Brackets Basic PHP

UI/UX Design Shopify

### Soft Skills

Positive Attitude Initiative Self-Awareness

Problem Solving Team Work Attention to Details

## CORE COMPETENCIES

Search Engine Marketing Search Engine Optimization Brand Management Blog/Content Writing

Campaign Management Social Media Marketing Channel Management Lead Generation

Website Design Product Marketing Digital Analysis Digital Marketing Email Marketing

## CERTIFICATION

### Advanced Google Analytics

Google Analytics Academy & Google Skillshop

### Google Ads

Indian School of Digital Marketing Management & Technology

### Digital & Social Media Marketing

Indian School of Digital Marketing Management & Technology

### SEO Toolkit Exam | SEMRush

### Search Ads 360 Certification Exam

Google Skillshop

### Content Marketing

Indian School of Digital Marketing Management & Technology

### UI & Web Design

Indian School of Digital Marketing Management & Technology

### #SocialSurfing 2.0 supported by Facebook

Media and Communication Centre for Social Research

### #TweeSurfing - Supported by Twitter

Media and Communication Centre for Social Research

### Technical SEO Exam Certification

### Email Marketing Certified | HubSpot Academy