

# PARAS KATARIA

## DIGITAL MARKETER

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Dynamic, highly motivated, and results-driven Fresher seeking a challenging position as a Social Media Executive to leverage strong communication skills, creativity, and a passion for digital marketing in contributing to the success of a forward-thinking organization. Collaborative team player with a strong commitment to delivering exceptional results and driving business growth.

### EDUCATION

- **Diploma in Digital Marketing**

From Haryana school of Digital Marketing, Hisar  
06/2023 - 02/2024

- **Bachelor of Arts**

From Guru Jambheshwar University  
04/2022 - Pursuing

- **Intermediate**

From BSEH  
04/2021 - 03/2022

- **High School**

From BSEH  
04/2019 - 03/2020

### SKILLS

- Social Media Marketing
- Graphic Designer
- Search Engine Optimization
- Google Ads & Facebook Ads
- Email Marketing
- Reporting

### Language

- English
- Hindi

### EXPERIENCE

- **Social Media Marketing**

- Completed an 8 month diploma in Digital and Social media marketing from HSDM Institute of Digital Marketing.
- Well-versed with platforms/technology like Facebook, Google Ads, SEO.
- Worked on creative designing with tools Adobe Photoshop, Canva, Premiere Pro.
- Handled advertising campaigns for multiple brands across social media platforms (FB, Instagram, Google Ads) from Campaign setup, Pixel setup, creation of custom audience segments, and audience research.
- Optimized the campaigns throughout the funnel from awareness, consideration, and conversion.