



SOURABH PAUL

Social Media +
Digital Marketing

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D 613, Dabua Colony, NIT
Fbd - 121001

EDUCATION

10th Passed from CBSE
Board - 2018

12th Passed from CBSE
Board - 2020

Graduation BCA From MDU

EXPERTISE

Digital Marketing

Branding

PPC Campains

SEO

Graphic Designing

LANGUAGE

English

hindi

Work Experience

- 2020-2021
Boffin Digitech
Social Media + Website handling
- 2021 - (8 months)
Planet Study for Commerce
Social Media Executive
- 2021 - 2023 (1.2 yrs)
Denzour Nutrition
Social Media Manager

Managing social media channels, creating and executing content plans, building and maintaining an editorial calendar, developing social media campaigns, and creating key messages for Clients. It also includes managing SEO, SEM, PPC campaigns, email marketing programs, and data analytics.

Responsibilities :

- Create and execute a Social Media marketing strategy, Graphic Designing & Video Editing that will drive traffic to the company's website and increase sales

KEY SKILLS

- Social Media Management
 - Video editing
 - WordPress Website Development
 - Search Engine Optimization
 - PPC
 - Photoshop
 - Illustrator
 - After Effects
 - Premiere Pro
 - Canva
- Work closely with the Designer team to produce compelling images and videos with a converting message
 - Create a content calendar that will keep the blog fresh with new content on a regular basis; work closely with the creative team to produce compelling images and videos
 - Designing, creating, optimizing, and budgeting all PPC campaigns to drive traffic to the Clients website; which includes work creative design, content planning, keyword research, Landing page experience, targeting, and many more
 - Design and create a strategy for newly Onboard Clients handling SEO & Content writing

**Current Working in
Chanderpur Industries Pvt. Ltd.
(Noida)**