



SHUBHAM PARASHAR

DIGITAL MARKETER

CONTACT PERSON



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Raj Nagar Extension, Ghaziabad



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[Shubham Parashar](#)

Education Qualifications:

2014 - 2017

Bachelor of Computer Applications
BIT, Meerut. Graduated with 60.69%

2018 - 2020

Master of Computer Applications
BIT, Meerut. Graduated with 67.32%

Private Course:

December 2022 - May 2023

Digital Marketing Program
IMT, Ghaziabad in collaboration
with Simplilearn.

ABOUT ME

As a digital marketer with 2 years of experience, I have developed a strong understanding of the online landscape and how to use it to drive results for businesses. My expertise lies in creating and executing digital marketing strategies that are tailored to the specific needs of each client.

I have a proven track record of driving traffic, engagement, and conversions through a variety of channels, including social media, PPC advertising, and content marketing. I am a collaborative team player who enjoys working with others to achieve shared goals. I am always seeking to improve my skills and stay up-to-date with the latest trends in digital marketing.

Overall, I am confident in my ability to deliver results and help businesses achieve their digital marketing goals. I am excited to bring my experience, skills, and enthusiasm to any new opportunity.

RELEVANT EXPERIENCE

2+ Years

June 2022 - Current

Quantum World Technologies Inc

Digital Marketing Executive

- Supporting the marketing team by writing and editing content for Social Media and Websites.
- Develop their social media appearance and create content.
- Conducting market research and analyzing current trends; creating content for various social media platforms such as Instagram, Facebook, and LinkedIn.
- Significantly increased the organic traffic on multiple social media channels by 250% within 8 months.
- Evaluated website architectures and performs an in-depth analysis of marketing performance.
- Doing website analysis and competitor research.
- Keyword research, analysis, and optimization.
- Handling SEO: On-Page & Off-Page.
- Maintaining the monthly reports for the progress in the traffic of Social Media.
- Graphic Designs for all social media platforms. (Through Canva)



SHUBHAM PARASHAR

DIGITAL MARKETER

Skills:

Digital Marketing	<div style="width: 80%;"></div>
Search Engine Optimization	<div style="width: 85%;"></div>
Social Media Marketing	<div style="width: 80%;"></div>
Google Ads	<div style="width: 80%;"></div>
Content Writing	<div style="width: 80%;"></div>

Soft Skills:

- Leadership
- Time Management
- Team Player
- Adaptability
- Work Life Balance

Interests:



- Proactively participating in team meetings and contributing to brainstorming and ideas.
- Providing beneficial advice, knowledge, and support to the management to improve the organization's strategies and plans.
- Supporting the Chairman, Managing Director, and Legal with any tasks as assigned.

June 2021 - May 2022

YP Solutions Pvt. Ltd.

Digital Marketing Executive

- Writing Content for Blogposts and Website Content
- Search Engine Optimization
- Creating Backlinks
- Handle Social Media Accounts (Facebook, Instagram, LinkedIn)
- Graphic Designs for all social media platforms (Through Canva)
- Lead Generating for IT-related projects
- Ad Campaigns for different platforms (Meta and Google)
- Created websites through WordPress & CPanel

Feb 2021 - April 2021

Lighthusky Technology Pvt. Ltd.

Digital Marketing Intern

- SEO of website: [Lighthusky Technologies](#)
- Creating Backlinks
- Handle Social Media Accounts (Facebook, Instagram, LinkedIn)
- Lead Generating

CERTIFICATIONS:

December 2022 - May 2023

Digital Marketing Professional Program

IMT Ghaziabad - Simplilearn

- Search Engine Optimization: Optimize your online visibility.
 - Pay Per Click: An online internet model.
 - Social Media Marketing: Connect with your audience.
 - Web Analytics: Understanding user behavior.
 - Marketing Analytics: Optimize your campaigns.
 - Content Marketing
 - Email Marketing
- and much more.