**Jaspreet Kaur**

**Ward no.1, VPO Rahoun, Khanna-141401**

**Phone: 06283638229: Email:** **manijazz238@gmail.com**

**OBJECTIVE**

To acquire skill and experience that may help me to take challenging task in the present competitive environment, enhancing my personal growth and the organization success where I may go.

**OVERVIEW**

* Work experience of 10 years in the field of SEO, Digital Marketing Manager, Graphic Designing and Asst. Manager.
* Master of Science in Information Technology, Punjab Technical University Jalandhar- 2010.
* Post Graduate Diploma in Computer Application, Punjab University, Chandigarh- 2008.
* Bachelor of Arts from Punjabi University Patiala-2007.
* An effectual personage and keen learner with excellent communication, and advance software’s skills.

**ORGANISATION EXPERIENCE**

* **New Swan Multitech Limited ( SWAN GROUP’s Venture), LUDHIANA**

NEW SWAN MULTITECH LIMITED established in year 2009 is part of NEW SWAN GROUP. New Swan Group since 3 decades has grown steadily under stable leadership, sound business practices and corporate culture that strive to be best in the industry. New Swan has very strong business relations with companies from Europe, Middle East, Asia and some African countries. New Swan Multitech Limited is one of the leading& reputed manufacturer-exporter of high quality farm machineries in India. Our company established on the working of farm machinery part and then with specialized in production of farm machinery in our state of art plant with brand name SWAN AGRO. Our company is accredited by ISO , QS & TS certification for following world class management system and manufacturing world class products.

Designation: - Digital Marketing Manager January 2022 to Present

**Responsibilities:**

* Research and Planning for Digital Marketing and SEO Specialist**.**
* Handled On Page and OFF Page SEO.
* Social Media Marketing for Whole Swan Group
* Content Marketing for Social Media & PPC Campaigns
* Handling Google Analytics and Webmaster Accounts.
* Handle all the content for On Page and Off Page SEO.
* Email Marketing Management
* Handling Social Media Campaigns and Google Campaigns
* Manage Ecommerce Portal like Amazon, Industry Buying
* Tracking RAOS for Business
* **WESAFE INDIA (An OSWAL GROUP Venture), LUDHIANA**

WeSafe will act as a lever for the propagation of change by increasing Consumer Awareness, Greater Health consciousness, Providing Self-employment Opportunity to the World. WeSafe promises to contribute to the ﬁeld of Health, Nutrition, Wellness and Fitness ensuring good quality of life with a Self-Employment Opportunity Utilizing Our digital direct selling platform. It’s a Oswal Group Venture(Part of Vardhman Polytex Limited).

Designation: - SEO / Digital Marketing Manager/ Duration: - August 2020 to December 2021

**Responsibilities:**

* Research and Planning for Digital Marketing and SEO Specialist**.**
* Handled On Page and OFF Page SEO.
* Content Marketing for Social Media & PPC Campaigns
* Ecommerce Management for Two Ventures: WeSafe India Website & Edrio)
* Handling Google Analytics and Webmaster Accounts.
* Handle all the content for On Page and Off Page SEO.
* Email Marketing Management
* Handling Social Media Campaigns and Google Campaigns
* **QODE MAKER, LUDHIANA**

Qode Maker is a creative Internet bureau based in Ludhiana. They are engaged in designing and developing websites, web shops, Android & iOS Apps and much more.

Designation: - SEO Executive / Digital Marketing Manager/ Graphic Designer Duration: - November 2017 to August 2020

**Responsibilities:**

* Research and Planning for social media and SEO**.**
* Handled On Page and OFF Page SEO.
* Handling Google Analytics and webmaster accounts.
* Handle all the content for On Page and Off Page SEO.
* Ecommerce Management for Different Clients(Handled websites admins, like

uploading the products; add different properties to the front end.

* Handling Social Media Content for Campaigns.
* Handling Social Media Campaigns and Google Campaigns
* Blog Writing
* **SAVIOUR EDUCATION ABROAD, LUDHIANA**

Saviour Education Abroad (SEA) is an Overseas Educational Consultant's organization dedicated towards providing services to Indian students in making educational avenues abroad accessible to them. Saviour Education Abroad is India's most experienced specialist service provider of comprehensive and unbiased overseas education counseling. Also Saviour Education Abroad is Top Study Visa Consultant in Ludhiana, experts in Study Visa and Tourist Visa.

Designation: - SEO Executive / Digital Marketing Manager/ Graphic Designer Duration: - August 2016 to November 2017

**Responsibilities:**

* Handled On Page and OFF Page SEO.
* Handling Google Analytics and webmaster accounts.
* Handle all the content for On Page and Off Page SEO.
* Handling Social Media Content for Campaigns.
* Created UI Design for Mobile App (Saviour Education Abroad)
* Digital Marketing (Maintained Facebook and Google Ads)
* Writing blogs for the website
* **LOVELY LIFESTYLE(LOVELY PROFESSIONAL UNIVERSITY)**

Lovely Lifestyle is a part of the vast conglomerate, Lovely Group of Punjab, the parent company of ventures like Lovely Professional University (LPU), Lovely Sweets, Lovely Autos, Lovely Bake Studio & many more.The website combines two great needs of the present age- online shopping and Organic living. It’s situated inside the Lovely Professional University Campus.

Designation: - SEO Executive / Digital Marketing Manager

Duration: - May 2015 to August 2016

**Responsibilities:**

* Handled On Page and OFF Page SEO.
* Handle all the content for On Page and Off Page SEO.
* Prepared websites designs for different sites.
* Ecommerce Management Handled websites admins, like uploading the products; add different properties to the front hand of the websites.
* Handle Social Media Content for Campaigns
* Digital Marketing (Maintained Facebook and Google Ads)
* **CYBER FIX TECHNOLOGIES**

Cyber Fix Technologies is leading and professional web designing company

provides Web Design, Development and maintenance services.

Designation: - SEO Executive / Digital Marketing Manager/ Graphic Designer Duration: - April 2012 to January 2014

**Responsibilities**

* Handled On Page and OFF Page SEO.
* Handled all the content for On Page and Off Page SEO.
* Prepared websites designs for different sites.
* Handled websites admins, add different properties to the front hand of the websites.
* Handled Social Media Content for Campaigns
* Digital Marketing (Maintained Facebook and Google Ads)
* Writing blogs for the website
* **DELLATECNICA PVT LTD**

DELLATECNICA is a complete solutions providing company exclusively for the Wood Working and Panel Processing.

Designation: - Asst. Manager

Duration: - May 2010 to March 2012

**Responsibilities**

* To manage office resources for achieving deadlines of work by
* Identifying and nullifying the loopholes and risks etc.
* Generate weekly work schedule for office with respect to desirable deliverables tasks and available staff.
* Assigning work schedule with responsibilities and duties to subordinates.
* To established coordination among various activities and various concern departments for timely consignment.
* To finalize the quotations of products
* Attended the meetings with the clients
* To assigned the responsibilities to staff

**ACADEMIC QUALIFICATION**

* Master of Science in Information Technology from Punjab Technical University, Jalandhar with 75 % Marks
* Post Graduate Diploma in Computer Application from Punjab University Chandigarh with 72 % Marks
* Bachelor of Arts from Punjabi University Patiala with 59 % Marks

**SOFTWARE SKILLS**

* Photoshop & Coral Draw (Latest Version)
* HTML, CSS, XML
* Microsoft Office
* Email Marketing Tools(Mail Chimp)
* Photoshop CS6
* WordPress Management
* SEO Tools: HootSuit, Hubspot, SEMRush

**PERSONAL DETAILS:**

Address : Ward No.1, VPO Rahoun, Teh.Khanna-141401

Email : manijazz238@gmail.com

Telephone : 6283638229

**DECLARATION**

The above stated information is correct to the best of my knowledge and I am liable to proof it.

Place: Khanna (Jaspreet Kaur)