**RESUME**

** Name: GOPAL PARASHAR**

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#631/19 sector, Faridabad.

**Objective:**

My objective is to serve the organization sincerely and wholeheartedly by putting my best efforts to explore and innovate new ideas and concepts by using all my capabilities for the betterment and benefit of the organization.

**Educational / Professional Qualification:**

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| --- | --- | --- |
| **Year** | **Degree / Course / Qualification** | **University / Institute** |
| 2018 | MIS | APTECH COMPUTER EDUCATION |
| 2016 | Digital Marketing | DSIM INSTITUTE |
| 2016 | BA (Marketing) | MDU |
| 2013 | 12th | CBSE |
| 2011 | 10th | CBSE |

**Professional Experience:**

**COMPANY:** Presently Working at Glync Tech Pvt Ltd. New Delhi since August 2016.

**DESIGNATION**: Marketing Executive.

**ASSIGNMENT:**

1. Developing channel marketing programs for sales growth and revenue enhancement.
2. Identifying and targeting prospective clients and generate new leads through consultative marketing, e-mail and cold calling.
3. Regular communication with new and existing clients to provide solutions and ensure customers about the new products and enhancements.
4. Analyzing market trends and recommends changes to online/offline marketing strategies.
5. Listing, uploading and creating variation of products on e-commerce websites: **Amazon.in & Flipkart.com**
6. Initiated in a series of integrated marketing channels including E-mail, Affiliate, Content, Blog, Public Relations and Social Media Analysis
7. Managing company’s webpage, products and prices.
8. Monitored promotions, returns and customer issues, etc.
9. Maintaining strong working relationships with new and existing clients.
10. Crafted concept and content for general ads, blogs, products online & offline.
11. Measuring performance of company’s digital efforts using Google Analytics tool.
12. Streamlined the process of creating universal style guide for corporate branding, by implementing product **info graphic** designsincluding technical description and know-how’s and promoting them on various social media platforms including **Facebook**, **Twitter**, **LinkedIn.**

**Technical Skills:**

* Advanced Excel
* MS Office ( Word, PowerPoint, Access )
* Basic HTML, CSS
* Info graphic Design

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| **Interpersonal Skills:** |
| 1. Good Communication Skills 2. Self Motivation 3. Critical Thinking And Problem Solving 4. Leadership 5. Strong Work Ethic 6. Excellent time management skills 7. Excellent organisational skills with the ability to prioritize multiple tasks and meet deadlines |

**Position of Responsibilities in college:**

|  |  |
| --- | --- |
| • Member of college Society | • Managing and Utilizing the funds given by the college. |
| • Discipline committee member | • In charge of discipline during our college fest. |
| • Coordinator college annual cultural fest | • Co-ordinate all the activities.  • Involved in administering the movements in college fest. |

**Personal Details:**

**Date of Birth:** 17.06.1995 **Languages Known:** English, Hindi, Punjabi

**Marital Status:** Single **Nationality:** Indian