PREETIKA KUMAR

Marketing Specialist

Skilled Marketing Specialist drove to develop successful campaigns and product marketing plans that satisfy clients and meet demanding objectives. First-rate attention to detail and creative mindset. Prepared to leverage 4+ years of marketing experience to take on a dynamic new role at a progressive organization. Multi-talented individual, enthusiastic about applying diverse skills to all areas of marketing. Flexible team player knowledgeable about both traditional and digital marketing strategies.

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📍 Delhi 110077, India   in linkedin.com/in/preetika–kumar–53ab21169

AREAS OF EXPERTISE

Communications management | Analytics and SEO | Product Marketing | Marketing and advertising

Vendor relations | Database Management | Campaign management | Promotional planning

Sales Strategies | Market Analysis | Strategic planning | Project Management | Digital marketing

Branding | Content writing expertise | Business negotiations | Business administration

Campaign development | Inbound Marketing | Content Marketing | Google Analytics

Social Media Marketing | B2B Marketing | UI/UX Writing | Basic Graphic Design

WORK EXPERIENCE

Market Research Analyst
SRK Aviacom I Pvt Ltd, Delhi

02/2020 - Present,
Achievements/Tasks

- Performing professional market research in order to identify the target market, market conditions, and customer Behavior, industry trends, and competition.
- I also have experience working with the military & corporate team. Speaking in public and representing the firm at events like Aero India and Wings India. Having experience in government liaising, NSOP, license and certificationprocess with DGCA, MoD and MOCA.
- Completing strategic market planning, collected and analyzed data, and worked on the development and implementation of new business strategies.
- Designing detailed questionnaires and surveys, conducting business forecasts, and participating in weeklyteam meetings with managers and executives.
- Creating presentations, banners, social media postings, Google ads, and social media ads. For the creation of the existing website and its ongoing administration, collaborated with the team management, designers anddevelopers.
- Maintaining business relation with existing customers and building new networks.

WORK EXPERIENCE

Technical Support Engineer
Wipro Technologies, Delhi

01/2019 - 12/2019,
Achievements/Tasks

- Look up solutions to hardware and software problems. Identify and resolve technical problems, such as account creation and network settings. Ask specific inquiries of consumers to swiftly identify the issue's source.
- Follow through on resolving computer system issues within the stated time frame. Until a technical issue is resolved, walk clients through a sequence of steps over the phone, through email, or in a chat session.
- Correctly escalate open concerns to relevant internal teams (e.g. software developers). Give consumers timely and accurate feedback. For correct tech solutions, use internal databases or outside sources.
- Make sure every problem is appropriately logged. Set priorities for and simultaneously handle several open concerns. After troubleshooting, check in with clients to make sure their IT systems are completely operational.

EDUCATION

Bachelor of Engineering: Computer Science Engineering
Gyan Ganga Institute Of Technology And Science - Jabalpur
08/2014 - 03/2018,

CERTIFICATES

Marketing Management And Research
 (01/2022 - 11/2022)
IE Business School - Spain

Amazon Web Services (05/2018 - 10/2018)
Smayak Infotech - Jaipur

MTA: Software Development Fundamentals
 (10/2018 - 10/2018)
Microsoft - India

TECHNICAL SKILLS

Tools: Microsoft office, .Net, C++, AutoCAD, Google Analytics, Mail chimp, Hubspot, Google Ads, Social Media Ads, Canva ,

SOFT SKILLS

Leadership   Adaptability   Creative thinking   Communication   Time management

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency