**Curriculam Vitae**

**Name** : PRIYA ANAND

**Permanent Address** : House no 7, Patel nagar Dehradun **Current Address** : House no.1084 sector 67 Mohali **Mobile number** : 7017893479

**Email Id** : anand1115priya@gmail.com

**Objectives**

* To associate with an organization which will enable me to build up a challenging career, dynamic personality, enhance my skills and to be associated with a team that excels in achieving the assigned tasks andtargets towards the growth of organization.

**Educational Qualification**

* 3 YEARS DIPLOMA IN COMPUTER SCIENCE FROM K.C.G.PW Ambala city.
* 12th from NIOS Board
* 10th from CBSE Board

**Basic Knowledge**

* Done basic computer course from Ambala Cantt having working knowledge of Ms-word, Ms Power point, Ms-excel & Basics of Internet etc. 03 month advanced diploma in computer languages i.e C and C++ from Vardhman Cyber Media, Ambala Cantt. Having knowledge of computer basics as well as applications.
* Done Web Designing for 06 Months From Piford Technologies Pvt Ltd. in Mohali .Having Knowledge of HTML, CSS, Bootstrap , Adobe Photoshop.

**Work Experience**

* Experience of 2.5 years as a Customer Care Executive inTeleperformance at Mohali.
* Experience of 6 Months as a Customer Care Executive in CompetentSynergies at Mohali.
* Experience of 6 Months as a Customer Care Executive for International Process in Teleperformance at Mohali.
* Experience of 6 Months as a Analyst and Assistant Team Leader in Websites Marketing WBO solutions at Mohali.
* Experience of 4 Months as a Project Analyst at Imark infotech Mohali.

 **Roles and Responsibilities**

* Content Writing.
* Worked on creating Social Media Post for Facebook, Instagram and Twitter and Scheduled on Hootsuite and Buffer.
* Blogs Writing,their Keyword Research and alt text image.
* Created the Content of Landing Pages for Influencer Marketing.
* Created Email Templates for Influencers outreach.
* Email automation for Post-Purchase templates and Abandoned Cart on klaviyo and Get Response.
* Worked on Shopify for Listing Products, their variants and also on Flat file for importing the products.
* Finding Influencers from various flatforms for particular Brands with similar market place and arrange them on sheet according to their social media engagement.
* Created Marketing Funnels and Conversations goals for Influencers Hookup.
* Worked on Keyword Research and SEO using different tools like Google Planner, Uber suggest etc.
* Website Optimization for tech and non-tech part.
* Worked on Backlinks, directories and register websites on those directories.
* Worked on creating an account for GMC,GA,GMC for clients websites.
* Set-up Facebook shop, Instagram shop, Facebook Pixel tag using Facebook Business Manager and GTM.
* Managing team as a Assistant Team Leader such as assigning them task, their daily reports, how much they billed On a particular brand, Managing Dashboards for Inhouse projects and clients Brands.
* Making call notes before client calls for website related updates and take part on the calls.
* Having a basic knowledge of Creating Buy Personas and Facebook ad copy template.

#  Personal Information

Father’s Name : Jagmohan Anand Date of birth : 11/JAN/1996 Nationality : Indian

Religion : Hindu

Language : Hindi, English & Punjabi

Date :

Place: (Signature):

Priya Anand