PALLAVI SAXENA ****

Permanent Address:

F-1, C-94, Phone: 9971369224

Ramprastha, Ghaziabad((near Vaishali Metro) Email id: pallavi2924@gmail.com

--------------------------------------------------------------------------------------------------------------

**Objective:**

To work in a challenging environment that foster innovation, provide a platform to explore skills and encourages growth. Utilize professional education and incredible experience of 10+ years working in a renowned and vibrant organization.

I own a progressive career in the field of IT, Digital Marketing and Social Media Platform. I have Professional expertise in Online Business Promotion, Social Media Optimization and Marketing, Digital Marketing and Client Relationship with enhance experience for both B2B and B2C platforms.

**Work Experience: 10+ yrs**

**Social Media Experience : 3+yrs**

**vServe Group, Noida – Feb 2019 onwards**

Working as “**Social Media Manager**” at vServe Group, Noida. My Key responsibility includes handling various projects for Social Media Marketing, **Facebook promotion and advertising, Lead Generation Campaigns**, Client Handling, Team Handling and social media optimization on major platform like Facebook , twitter, instagram, tumblr and maintaining You Tube channel.

**A2Z Tech Sol, Delhi –March 2015 to May 2018**

Working as“ **Sr Executive - Digital Marketing**" with A2Z Tech Sol, Delhi, a well reputed IT firm providing a complete IT Solution and Services to utmost satisfaction of their clients.

My responsibility includes various **digital marketing and social media presence across all social media platforms for both B2B and B2C clients**.

**SMO activities** -Boosting various websites by social media posting through various platforms like face book, twitter and social bee and other android platform instagram, Facebook marketing. Regular posting, creating social media profiles, responding to followers, tracking visitors, social media content, blog content, advertising, event creating, facebook campaigns.

**Uber Solutions Pvt Ltd, Delhi - Feb 2012 to June 2012**

Worked as “**Content Manager**” with “ Uber Solutions Pvt Ltd”, Delhi. Managing their B2B and B2C in house web portal “Ghar Builder” and clients serving. “Ghar Builder” is a platform for clients and dealers, offering a complete Home Solution. Profile includes various responsibilities as follows: Managing online portal Ghar Builder and other clients:

SEO Activities, Article Submission, Content Writing, Editing and Proofreading

Boosting various websites by social media posting through various platforms like facebook, tweeter, social bee and other android platform instagram, whatsup. Email marketing and Auto Generated Mails for Client Query and Client Handling.

**INDIA TODAY GROUPS, Noida - July 2011 to Jan 2012**

Worked as “ **Content Writer** “with India Today Groups , Noida. Responsible for developing content for their client India Mart, It includes: Content development for various B2B and B2C web portals. Content development for classified, articles, blogs and website content for various B2B and B2C clients and SMO.

**TEJ, GETIT Info Services Ltd, Delhi - November 2005 onwards to March 2010**

Worked as “ **Sr Executive Digital Marketing**“ with GETIT Info Services Ltd, Delhi, with the proficiency in Digital Marketing in Online Web Promotion that includes both online and offline SEO activities. My core responsibilities include:

**SEO Activities** -Handling B2B and B2C websites for on page and off page promotion activities, Trade Offers and Classifieds, Banner Advertisement, Email marketing and auto Generated Mails for Client Query Managing verticals, Link building for web portal of tradeget.com.

**SMO Activities** - Boosting various websites by social media posting through various platforms like face book, tweeter and social bee and other android platform instagram, what sup.

**Vocational Training**

**BHEL, Asiad Village, Delhi**

**Project Name: Serial Control of Journals of Corporate Library**

Duration: 1 Jan 2004 to 30 June 2004

No of Trainee: One (Individual)

Platform: Visual Basic and Crystal Reports

Database: MS Access

Individually developed the software of Journals in Corporate Library, BHEL, Delhi. Software is developed with front end of Visual Basic and backend of MS Access. Apart from the serial control of Journals, it includes various online library functional applications such as issue and return of journals, reminders and updates of Journals to the employees of BHEL. Software also keep a record of subscription of Journals to be delivered on monthly, bimonthly, quarterly and half yearly basis. It keeps an eye with various vendors providing different Journals to the library.

**Professional Qualification**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Qualification | Name of School / College | Name of Boards / University | Year | Specialization | Percentage (%) | Rank / Division |
| M.C.A | RKGIT, Ghaziabad | Uttar Pradesh Technical University, Lucknow | 2004 | Computer Application | 74.2 | 1rst Division |

**Education Qualification**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Qualification | Name of School / College | Name of Boards / University | Year | Specialization | Percentage(%) | Rank / Division |
| BSc ( GEN ) | Dyal Singh College | Delhi University | 2001 | Science | 51.1 | 2nd Division |
| 10+2 | Bal Bharati Public School | C.B.S.E | 1998 | Science | 63.4 | 1rst Division |
| 10 | Bal Bharati Public School | C.B.S.E | 1996 | All Subjects | 73.2 | 1rst Division |

**Personal Details**

Name: Mrs. Pallavi Saxena

Date of Birth: 29 October 1980

Marital Status: Married

Nationality: Indian

Language Known: English, Hindi

Email: pallavi2924@gmail.com

I hereby declare that the above written particulars are best of my knowledge.