

KUNAL CHAWLA

chawlak085@gmail.com

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DIGITAL MARKETER

TECHNICAL SKILLS

- wordpress
- canva
- MS Access
- Database
- Operating System
- Microsoft Excel

EDUCATION

- Master's in Business Administration | Chandigarh group of colleges- landran, punjab** Sep 2021 - Jun 2023
- Specialise in Marketing & Business Analytics
 - Scored 7.01 cgpa
- Bachelors in Arts | Punjabi University Patiala** Jan 2017 - Sept 2020
- Scored 6.00 cgpa
- K.M Saraswati Sen. Sec School** Feb 2014 - Aug 2017
- 12th- Stream- Arts | Scored 7.16 cgpa
 - 10th- Stream- General | Scored 6.05 cgpa

PROJECTS

- Chawla Grocery Store | Website** Aug2022
- A project on Grocery Store by using WordPress, Canva. This project considers different theme, Plugins, which make this website more user friendly and attractive.
 - Designing Website, Designing Themes, Create Content, Manage the project.

WORK EXPERIENCE

- Digital Marketing Executive | Lovely Group | Sector 66A, Mohali** May 2023 - Present
- Making Company's Creative, Managing Website, Generate Traffics on Website.
 - Posing & Engagement of Social Media Profiles like Instagram, Facebook, LinkedIn, twitter, Threads, Youtube etc.
 - Providing Marketing Strategy's, Social Media Marketing, Generate QR Codes.
 - Run Google add's (PPC), Making & Managing Google Business Account
- Marketing intern | GoodSpace | Sainik Farm, New Delhi** May 2022 - jul 2022
- Engagement of Social Media Profiles Instagram, Facebook, LinkedIn, Youtube
 - Targeting consumers both directly and indirectly.
 - Learn About Marketing Strategy's.
- Digital Marketing intern | Kaizen System | Sector 34, Chandigarh** jul 2022 - Aug 2022
- Making Creatives by Using Canva
 - Designing Website, Designing Themes, Create Content, Manage the project.

ACHIEVEMENTS

- Achieve Appreciation For Growing Social Media Profiles in Lovely Group, Aug 2023.
- Achieved certificate on Live project – Study of Digital Marketing through retail Store in September 2022.
- Attended The Fundamentals of Digital Marketing organised by Google Digital Garage in August 2022.
- Participated in Course of Introduction to Digital Marketing by Good Learning in August 2022.
- Participated in Omni channel marketing of Lululemon organised by Forage in August 2022.
- Participated in Data Visualisation of Tata organised by Forage in August 2022.
- Participated in FINBEE – BSFI Olympiad in July 2022.
- Attended workshop on MS EXCEL organised by Chandigarh business school of Administration in April 2022.
- Attended workshop on Drone Operation and Application organised by Chandigarh group of colleges in January 2022.

INTERPERSONAL SKILLS

- Hardworking and dedicated.
- Self-Motivated
- Watching and playing Badminton
- Graphic Designing
- Browsing on internet to get updated for with new strategies of company
- Website designing and Redesigning & Making Creatives

HOBBIES

- Travelling
- Self-Motivated
- Eagerness to learn new things
- Leadership Quality
- Good negotiator

PERSONAL INFORMATION

- Date of Birth - 02-10-1999
- Gender - Male
- Marital Status - Single
- Language Proficiency - English, Hindi, Punjabi

DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.

Kunal Chawla