

# SONU PAL

## Digital Marketer



### About Me

Seeking an entry - level position in Digital Marketing Eager to apply theoretical knowledge gained from "The Digital Pathshala" and Internships to contribute effectively to a dynamic marketing team and Drive online engagement and brand awareness. I am Committed creative thinking to make a magningful impact. I am ready to contribute my fresh perspective, dedication, and addaptability to a forwaord - thinking team that shares my commitment to success in the digital sphere.

### EXPERTIES

- Digital Marketing Fundamentals
- Social Media Marketing
- Search Engine Optimization (SEO)
- Email Marketing Campaigns
- Pay-Per-Click Advertising (PPC)
- Content Marketing Strategies
- Web Analytics and Data Interpretation
- Graphic Designing
- Logo Designing

### CONTACT



8750366595



palsonu19967@gmail.com



F1/36A, Sangam Vihar New Delhi 110062

[www.linkedin.com/in/sonu-pal-669744821/](http://www.linkedin.com/in/sonu-pal-669744821/)

### LANGUAGE

- Hindi
- English

### CERTIFICATION

- Google ADS Search
- Google Ads Display
- Google Ads Video
- Google Analytics Individual Qualification
- Content Marketing
- Email Marketing
- Social Media Marketing
- SEO Principles
- Inbound Marketing
- Coursera University Of Northwestern. "Social Media Marketing"

### EDUCATION

#### C.S.J.M University Kanpur

Bachelor's in Science 2012-2015

#### The Digital Pathshala , Delhi

03 Month Certification Course In Advance Digital Marketing 2023

### SKILL SUMMARY

- Proficient in digital marketing tools:: Google Analytics, Google Ads, Google Ads, Facebook Ads Manager, Hootsuite.
- Strong understanding of SEO principles and best practices to optimize content for search engines.
- Familiarity with social media platform and their role in brand promotion and engagement.
- Knowledge of email marketing strategies, including list segments. A/B testing, and performance analysis.
- Excellent written and verbal communication skills.

### EXPERINCE

#### Orio Social - 03 Month Internship In Digital Marketing

- Assisted in the creation and schedulling of social media accounts..
- Contributed to the management of PPC campaigns..
- Assisted in writing and editing blog posts.
- Developed and executed a mock Google ads, Campaign, managing a budget and analyzing key metrics