

JAIPREET SONI

DIGITAL MARKETING EXECUTIVE
& PERFORMANCE MARKETER



CONTACT

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Nagar, Langar Houz, Hyderabad - 08

PROFILE

I'm an 23 years old B.Sc graduate With a passion for business, social media, and all things marketing, I have both the skill set and professional background necessary to dive deep into the marketing world. As an upbeat, self-motivated team player with excellent communication, I envision an exciting future in the industry.

SKILLS

| | |
|---------------------|--|
| Content Marketing | <div><div style="width: 80%;"></div></div> |
| Email Marketing | <div><div style="width: 75%;"></div></div> |
| Lead Nurturing | <div><div style="width: 70%;"></div></div> |
| Web Design | <div><div style="width: 85%;"></div></div> |
| SEO and SEM | <div><div style="width: 70%;"></div></div> |
| SMM and SMA | <div><div style="width: 75%;"></div></div> |
| Data Analysis | <div><div style="width: 65%;"></div></div> |
| Competitor Analysis | <div><div style="width: 70%;"></div></div> |

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Leadsgen PVT LTD (formerly Insource Digital)

Apr 2022 - Present

- Managed SEO Campaign, Meta Ad Campaign & Google Ad Campaigns to generate leads for our clients.
- Helped build websites with my expertise of HTML and Wordpress.
- Generated followers & leads through different means of social media marketing & social media advertising

DIGITAL MARKETING EXECUTIVE

Biproc Infra PVT LTD

Oct 2021 - Apr 2022

- Managed SEO Campaign, Email Campaign & Google Ad Campaigns to generate leads for our clients.
- Helped build websites with my expertise of HTML and Wordpress.
- Generated followers & leads through different means of social media marketing & social media advertising

CERTIFICATES

HUBSPOT MARKETING SOFTWARE

HubSpot Academy

CONTENT MARKETING AND SEO FUNDAMENTALS

Semrush

FUNDAMENTALS OF DIGITAL MARKETING

Google Digital Garage

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SOCIAL

 @sonijaiipreet

 @jaiipreetsoni

 @jaiipreetsoni

QUALIFICATIONS

BACHELOR IN SCIENCE (MECS)

G. Pulla Reddy Degree and P.G. Collage (OU)

2018 - 2021

Graduated in B.Sc Mathematics, Electronics and
Computer Science with 8.26% overall percentage

T.S. BOARD OF INTERMEDIATE EDUCATION (MPC)

S M Ali's Shanthinikethan Junior College

2016 - 2018

Completed Intermediate Education with overall 6.5%.
















BOARD OF SECONDARY EDUCATION, TELANGANA

Githanjali High School

2016

Completed secondary education with overall 6.5%.

TOOLS

| | |
|---------------|---|
| Hubspot |  |
| Google Ads |  |
| Meta Ads |  |
| Canva |  |
| Mautic |  |
| Meta Business |  |
| Wordpress |  |
| C Panel |  |
| Semrush |  |
| Moz |  |
| Ahrefs |  |
| Mailchimp |  |
| Sendgrid |  |
| Hootsuite |  |
| Linkedin |  |