**Puneet Kumar**
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**Professional Summary**
I am a Digital Marketing Manager at Technijian, where I leverage my expertise in SEO, PPC, SMO, and website design to drive growth and build a strong online presence for the company. With a focus on innovative marketing strategies and data-driven decisions, I specialize in creating and executing tailored digital marketing campaigns that align with business goals and enhance customer engagement. My experience spans across industries, helping brands optimize their digital footprints and generate measurable results.

**Education**

* **10th:** D.A.V. Sen. Sec. School, Ambala Cantt (2012-13)
* **12th (Non-Medical):** Govt. Sen. Sec. School, Ambala Cantt (2014-15)
* **B.Sc. Non-Medical:** Govt. (PG) College, Ambala Cantt, KuK University (2015-19)
* **PGDCA:** KuK University Open (2022-23)

**Professional Experience**

* **BIG BAZAAR (Future Retail Ltd) | Cashier & Customer Care (2015-16)**

Delivered excellent customer service, managed transactions, and resolved issues efficiently.

* **Bhavishya & Lakshya Academy | Teacher (PCM) (2016-2020)**

Developed and delivered engaging lesson plans for Physics, Chemistry, and Mathematics, fostering critical thinking and student success.

* **Professional Services India | HR Recruiter & Digital Marketing (2020-2021)**

Managed full-cycle recruitment, built talent pipelines, and enhanced employer brand visibility through digital marketing campaigns.

* **CCA Haryana | Data Entry Operator & Digital Marketing (2021-2023)**

Entered and verified data accurately, assisted in digital marketing strategies to improve visibility and engagement.

* **E-Solutions Chandigarh | Talent Acquisition Consultant (2022-2023)**

Partnered with clients like Wipro and Samsung to meet recruitment needs and sourced top talent through various channels.

* **Technijian | Digital Marketing Manager (2023-Present)**

Managed SEO, SEM, SMO, PPC, and email marketing campaigns, optimizing strategies to drive traffic and improve engagement.

**Certifications**

* **HubSpot Academy:** Sales Hub Software, Marketing Software, Social Media Marketing, Digital Marketing (2024)
* **Semrush:** Digital Marketing (2023-2024)
* **ZoomInfo Sales Certification** (2024)
* **Google Certification** (2021)

**Skills**

* **Website Design:** WordPress, SEO, SMO
* **Digital Marketing:** PPC, Content Marketing, Email Marketing
* **Analytics:** Google Analytics, SEMrush, Ahrefs
* **Social Media Management**
* **Graphic Design:** Content creation for marketing
* **Project Management & Communication**

**Freelance Work**

* **Website Design & Development:** Custom themes, plugin integration for Bharta Vacations, gurucabservices.com, Tripzygo.in, Cybercanvas.in, inspiredentalsolutions.com.au, topcodder.com, cyberwebdesign.com.au,
* **Social Media Marketing:** For Bharta Vacations, EduSearch IELTS Academy, Manch Dance Academy, Tripzygo, Cybercanvas, and Iderish Foundation.
* **SEO & Content Creation:** For Code2Night, Bharta Vacations, and Eakrt, improving search engine rankings and website content.

**Interests**

* Volunteer Work, Sports, Travel, Technology, Reading & Writing.