

YOGESH

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Key SKILLS

- **Technical Skills:** MS Word, MS Excel, Canva, MS PowerPoint
- **Soft Skills:** Curious and creative, Adaptability, teamwork, Time Management, Creativity
- **Digital Marketing Skills:** Google ads, Meta ads, Google Analytics, WordPress

INTERNSHIP

Sales and Marketing Intern | Outlook India Pvt. Ltd

Jun – Aug '24

- Conducted market research to identify trends and customer preferences.
- Assisted in developing and executing marketing campaigns across social media and email.
- Analyzed sales data to evaluate campaign effectiveness and generate reports.
- Engaged with customers on social media, fostering positive relationships
- Conducted surveys to gather customer feedback and improve service offerings

PROJECTS

SEO Search Engine Optimization | WordPress

May '24

- Write and optimize blog on WordPress.
- Developed expertise in optimization techniques, including writing blogs and generating pages to enhance website content.
- Learned about various SEO plugins such as All in One SEO and Yoast SEO, which are essential for improving search engine rankings and driving organic traffic.

Affiliate Marketing | Arganicare

Mar '24

Worked as a affiliate marketer for arganicare.

- Successfully promoted arganicare products as an affiliate marketer through various online channels.
- Developed and implemented marketing strategies to drive traffic and increase sales.
- Tracked performance metrics and optimized campaigns for improved results.

Branding the Un-Branded | Cozynest

Sep '24

- Analyzed market demands and consumer preferences to launch a unique brand of blankets.
- Collaborated with a team of five to strategize and execute the project effectively.
- Sourced high-quality blankets from local markets and branded them with a custom logo.
- Designed and implemented targeted marketing and sales strategies for product visibility.
- Generated total revenue of ₹10,000 through successful branding and sales efforts.

ACHIEVEMENTS

Launched and managed a profitable paying guest real estate business, demonstrating strong business acumen and skills.

CERTIFICATIONS

- Build a Personal Learning Plan and Stick with it | LinkedIn learning.
- Marketing Foundations | LinkedIn Learning
- International Marketing Foundations | LinkedIn Learning.
- Python for Data Science | IBM

Aug '23

Sep '23

Jan '24

Feb '24

EDUCATION

- **Lovely Professional University**
MBA (Master of Business Administration)

Jalandhar, Punjab
Aug '23 – Present

- **Post Graduation Government College**
BCA (Bachelor of Computer Applications)

Chandigarh
Aug '18 – Mar '21