

namanparmar14@gmail.com
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SKILLS

PROFESSIONAL SKILLS

Team Management

Leadership

Project Management

MARKETING SKILLS

Content Marketing Strategy

Service Marketing

Brand Management

Integrated Marketing Communication

Campaign Management

EDUCATION

2017-2019

Ambedkar University Delhi

MBA: Marketing Management & Research

2011- 2014

Maharaja Agrasen College, University of Delhi

BA.Hons.(English)

2011

St. Mary's School

Higher Secondary, CBSE

NAMAN PARMAR

PROFESSIONAL SUMMARY

Versatile entrepreneur skilled in strategic planning and execution initiatives

WORK EXPERIENCE

Honey Dale Pvt. Ltd.

Delhi | Sept 2020- Present

- Responsible for all social media deliverables, content planning & development, execution, community management, reporting, insights & recommendations.
- Strategizing, planning and executing with the production and Marketing team to develop best in class social content, offline marketing activities and increase the target audience reach
- Thinking about new opportunities for innovation within the social space, and implementing them on selected accounts
- Drive digital media planning and execution
- Schedule, manage and coordinate execution- through external agencies and internal teams
- Understand and map competition digital strategy and take action to improve the overall productivity
- Driving lead generation successfully
- Mapping Consumer, competition strategy and trade channels
- Conceptualize, develop and executed entire consumer marketing roadmap: build it from scratch
- Lead consumer interactions
- Lead the execution of the brand task across ATL, PR, and digital.

WAT Media PVT. LTD

Delhi | Sept 2019- Aug 2020

Brands Worked On:

Harvest Gold ,KENT CamEye, Goodyear , Honda , Royal Enfield Garage Cafe, Boat, Somany , Stonex, Daikin

- Annual Brand performance Reports
- Planning and execution of Campaigns (Mother's Day , Children's Day, New Year , Christmas)
- Media Planning

INTERESTS

Travelling

Photography

Movies

Basket Ball

- Worked and planned for Automated Chatbox for Fb messenger
- Made brand Strategies, positioning, Brand Building on digital platforms, brand awareness campaigns, K.V. for pitch
- Planning and execution of Amazon influencer review activity
- Planned and Pitched for Brand's Whatsapp Community Building, UGC
- Website Wireframe
- Annual Comp Scan
- Content Planning and brand's Strategy (For Covid: 19)
- Client, Team & Designer Coordination
- Brand's Monthly Hygiene, Creating designs(emailers, Banners)
- Worked on Video concepts
- Content Calendar

Flamingo Digital Pvt. Ltd

Gurugram , Haryana | May 2019- July 2019

- Responsible for preparing monthly performance reports
- Identifying and mapping Influencers
- Tracking and indentifying Brands
- Working knowledge of tools for content analysis along with Facebook and Twitter
- Competitor Analysis , Data Analysis Social Media Analytics , Online Response Management (ORM), ORM Strategies
- Anaytics

Quirky Byte Media Pvt.Ltd

Delhi |June 2016 - Feb 2017

- Content Creation
- Content Planning & Execution
- Assist in designing creatives

Indian Oil Corp. Ltd.

Intern.

Delhi | April 2018 -May 2018

- ♦ Effectiveness of Organizational Culture at Refineries Headquarters of IOCL
- ♦ Suggested measures for further strengthening the effectiveness of organizational culture
- ♦ Studied the effectiveness of free flow of information between management and employees
- ♦ Analyzed the various factors and constituents that determines culture in an organization

ACADEMIC PROJECTS

Impact of Swachh Bharat Abhiyan on Sanitation Economy

Area of Research: Marketing and Public Policy

- ♦ Assessed the impact of Swachh Bharat Abhiyan on sanitation products such as Toilet cleaning products.
- ♦ Studied the impact of influenced behaviour, such as awareness, perception and practices about hygiene and cleanliness promoted by SBA and various private companies, on Toilet cleaning products