

# AMANPREET SINGH SIDHU

Address: 1270/1, Madhav Puram, Delhi road, Meerut city.

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## Digital Marketing Coordinator

Highly motivated and creative Digital Marketing Specialist with 5+ years of experience. Well versed in SEO, Content Writing, Competitors Analysis, Social Media Marketing, e-commerce, and B2B business sales.

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### Key Skills include:

#### Technical skills

**Content editing** - MS Office (Excel, Word, Outlook) & Image editing.

**Network Marketing** - SEO, SMO, Google Ad-words, Content writing, Blogging, Articles submission websites R&D, Advanced Keywords research, Competitors analysis, & Wordpress.

**B2B** - IndiaMart, Alibaba, TradeIndia, Exporters India, GeM and other portals.

#### Soft Skills

Creative Thinking, Adaptability, Communication, Flexibility, Work Ethic, Time Management, Conflict Resolution, & Positivity.

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### Education

#### Qualification:

- **Bachelor of Business Administration (2011-14),**  
Dewan Institute of Management Studies, Meerut
  - **Intermediate Examination (2010),**
  - **High School Examination (2008)**  
St. Johns Sr. Sec. School, Meerut (CBSE Board)
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### Experience:

#### **1. Tirupati Coir Pvt. Ltd.**

Mattress manufacturing company

#### **Digital Marketing & Sales Coordinator. Feb./2019 - Present**

- Efficiently managed On-page and Off-page technical resources to maximised market visibility of Brand.
- Strategically restructured the marketing process based on SEO operations to optimise the website performance.
- Actively attended regular orders from e-commerce business (Amazon), and organised B2B portals mainly include: Alibaba, IndiaMart, TradeIndia, and others.
- Answered customer's questions regarding product, price, and availability. Emphasised on product features based on consumer's needs.
- Maintained 24/7 availability for customer questions and concerns.

**Experience:**

**2. Safe Tech Equipment Pvt. Ltd.**

Handling Equipment Manufacturer

**Sales and Marketing Representative. Mar./2016 – Dec./2018.**

- Engaged in receiving orders on email and calling existing customers for any requirement.
  - Handled new queries, lead generation, payment from conversions and follow ups with potential buyers.
  - Responsibly taken the charge to receive payment and complete the buyer's requirement on time.
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**Hobbies:**

- ✓ Playing cricket and following regular fitness routines.
  - ✓ Listening to music whilst playing games online.
  - ✓ Tourism.
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**Personal**

**Vitae:**

Sex : Male  
Nationality : Indian  
Date of Birth : August.05.1992  
Father's Name : Mr. Jagjit Singh  
Mother's Name : Mrs. Daljit Kaur  
Languages : English Punjabi and Hindi

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**Declaration**

I hereby state that all the information provided above by me is correct to the best of my knowledge.

Date :  
Place :

AMANPREET SINGH SIDHU