

Amarpreet Singh

LinkedIn: <https://www.linkedin.com/in/amarpreetsinghabbar/>

Contact No: +91-9464436512

Email: amarpreetsingh181@gmail.com

OBJECTIVES:

Seeking an opportunity to grow my career with Advanced Marketing to reach next level.

PROFESSIONAL SUMMARY:

- Having 5 years of experience in B2B Marketing, 4+ years of experience in Digital Marketing including (PPC, Display Ads, Shopping Ads, Facebook Ads, Bing Ads, Video Ads, Email Outreach using LinkedIn Sales Navigator, Twitter) with Marketing Automation tools.
- Ability to handle team & capable to accepting challenging goals in competitive environment.
- Always ready to learn about optimization tactics, marketing platforms and automation tools.
- Ability to handle client interactions & conversations.

Certifications & Awards:

- Google Ads Fundamentals Certification by **Google**.
- Digital Unlocked Certification by **FICCI**.
- LinkedIn Marketing Solutions Fundamentals Certification by **LinkedIn**.
- Best Performance Awarded by **Click2complain** in 2013.
- Star Employee Awarded by **Myron** in 2021.

Personal Skills:

Communication, Promptness & Seniority, Positive Attitude, Smart Work with Team Work, Socialization with Problem Solving Attitude.

Academic Qualification:

Bachelors of Technology | PTU | 2009-2012

College: CEM (College of Engg. & Management), Kapurthala

Stream: Electronics & Communication Engg.

Diploma | PTU | 2006-2009

College: Shaheed Bhagat Singh, Patti

Stream: Electronics & Communication Engg.

Marketing Automation Experience:

- Hands on experience on tools like **Gohighlevel, Zapier, Clickfunnels, Hubspot & Calendly** integration.
- Email Marketing Tools: **Instantly, Snovio.io, Lemlist, Gmass, Apollo.io, Gmass, Any leads, Seamless, Groove.cm.**

Work Experience:

Appwrk IT Solutions, Mohali (May 2022 – Oct 2022)

Role: Senior Digital Growth Specialist

- Responsible for B2B lead generation using email marketing campaigns, LinkedIn sales navigator, twitter deck.
- International leads follow up, new leads reporting, current clients lead reporting.

Myron, Mohali (June 2020 – May 2022)

Role: Project Lead

- Responsible for end-to-end setup of G suite & Cloudfare accounts.
- From setting up Gohighlevel accounts for different clients with twilio, SMTP, Domain and Zapier integrations till designing their funnels pages.
- Manage team, client conversations & internal projects.
- Building funnels pages and websites over Gohighlevel, Clickfunnels & Groove.
- Handled Email marketing projects & managed several types of campaigns over various platforms.

Appsysco, Mohali (Nov 2017 – Feb 2020)

Role: Sr. PPC Executive

- Managed the campaigns between **\$300-\$10,000/-** monthly budget on Google Adwords and Social Media Marketing platforms.
- Develop Online Marketing Strategies, Execution, Client Handling, Team Lead & Management.
- Create PPC, SMM Proposals for clients and Pre Analysis Report of existing campaigns.
- Collaborate with team members to share the knowledge and help to solve their problems.
- Doing Keyword Research and selecting appropriate words and phrases as per product and services.
- Optimizing the performance of Ads based on data and reach expected KPI's.
- Creating Social media Calendar and schedule daily posts for different social media platforms using Buffer.

ECO India, Mohali (Dec 2016 – Oct 2017)

Role: Assistant Manager

- Manage several interns, provide training sessions and tactics to handle B2B clients.
- Weekly discussion with interns and other team members to build strategies for market research.
- Responsible for B2B Marketing and manage Digital Marketing projects including Google Adwords, Display Ads, YouTube Ads, Shopping Ads, SMM & SMO.
- Manage CRM (**Hubspot**) to track the status of the clients.

Viithiisys Technology, Mohali (Oct 2014 – Nov 2016)

Role: Marketing Executive

- B2B Marketing of Website, Mobile App, E-commerce Solution, Telecom Solutions, CRM & IP-PBX.
- Research on Database collection via Social Media, Just Dial and other platforms.
- Approach to the clients via (cold calls, emails) and schedule the meetings.
- Update the client requirements to the development team and deliver the work accordingly.

Click2Complain, New-Delhi (Oct 2013 – March 2014)

Role: Telecaller Executive

- Sell holiday Packages via calling to domestic clients.
- Follow up of each client to renew the membership (via call or email) on a monthly basis to grow the sales rate.

Volunteer Experience:

Unite Up Care Foundation, Rajkot (Dec 2019 - Present)

Role: Digital Marketing Strategist

TareZameen Foundation, New Delhi (May 2020 – Aug 2020)

Role: Digital Marketing Manager

UPAY (Underprivileged Advancement by Youth), Nagpur (May 2020 - Present)

Role: Digital Marketing Manager

Hobbies:

- Play Chess, Badminton & Snooker
- Watch Shark Tank, Movies & WWE

Personal Information:

Father's Name – S. Tejinder Singh

Date of Birth – 19th Jun, 1991

Marital Status – Unmarried

Nationality – Indian

Permanent Address – H/NO- 15/713, Opposite Satkar Palace, Tarn- Taran.

Current Address – Gopalan Atlantic, Apartment, D806, Whitefield, Bangalore, 560066