



Paras Chandna

A Well Trained Digital Marketing Enthusiast, a great learner and a good team player.

DIGITAL MARKETING ANALYST

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Date Of Birth

23 January 2000

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CERTIFICATIONS

Digital Marketing Certification

November 2021

ISDMMT

This is a six-month specialization training program by a guest faculty Mr. Ajay Aggarwal at Chitkara University from Jan 21 to July 21. This training helps me to explore various domains in Digital Marketing with practical hands-on experience.

LANGUAGES

English

Native

Hindi

Proficiency

HOBBIES

Listening Music

Listening Podcasts

Watching Web Series

Playing Chess

Solving Sudoku

OBJECTIVE

Keeping in view my academic knowledge, performance, and skills, I wish to start my career in your organization, offer my best to the organization and grow with it to a more & more responsible position.

WORK EXPERIENCE

eClerx

Digital Intern

(December 2021 - Present)

I started the journey of my career with a highly reputed company eClerx as an Intern in Digital Vertical. eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics & insights services. eClerx Digital works for improving profitability for their digital businesses.

EDUCATION

Chitkara University, Punjab.

(August 2018 - July 2022)

Bachelor's in Engineering Computer Science & Engineering

8.95

Daffodils Public School, Fatehabad.

(April 2017 - March 2018)

Class 12 Non Medical

70.4%

Siddharth International School, Hisar.

(April 2015 - March 2016)

Class 10 Regular

9.2

SKILLS

Web Development (CMS)

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Optimization (SMO)

Social Media Marketing (SMM)

Email Marketing

Content Marketing

Microsoft Office

PROJECTS

Medicare

(October 2018 - April 2019)

Medicare is a start-up under Chitkara University's Business Incubator run by me and my team. It is a supply chain-based start-up to reduce the wastage of medicines and an accurate amount of stock can be managed properly.

Craaftz (Co-ordinator)

(January 2019 - April 2019)

It is a traditional craft-based e-commerce website with products such as paper-quilled keychains, jewelry, paintings, and traditional Punjabi phulkari work. Our work transforms both the lives of the people we serve and also gives a platform to workers and artisans who help in giving a new edge to our heritage.

NotesHut

(February 2020 - February 2021)

NotesHut is an online study (LMS) platform like Udemy created on WordPress for Digital Marketing.

HerbsFest

<https://herbsfest.com/>

(January 2021 - August 2021)

It is an e-commerce website to promote Natural & Herbal Products by me individually as a part of Digital Marketing Project Training under the guidance of Guest Faculty on the University campus.