

PRATIBHA PRASAD

CONTACT

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- RANCHI, JHARKHAND

SKILLS

- Digital Marketing Strategy
- Content Creation & SEO
- Social Media Marketing
- B2B Lead Generation
- Google Analytics & MS Excel
- Project Management
- Client Relationship Management
- Research & Data Analysis
- Communication & Presentation
- CRM Tools (Basic)

LANGUAGES

- English (Fluent)

CERTIFICATES

- Advanced Diploma in Computer Application
- Data Visualisation [Empowering Business with Effective Insights]
- Typing (English)
- Introduction to Digital Marketing
- Product Management

PROFILE

- Results-driven Digital Marketing & B2B Sales professional with proven expertise in content strategy, SEO, and lead generation. Skilled in executing data-driven campaigns, leveraging customer insights, and optimizing digital channels to drive engagement and maximize conversions. Adept at collaborating with cross-functional teams, utilizing tools like Google Analytics, CRM platforms, and Excel to improve marketing performance and sales outcomes. Passionate about delivering measurable business growth through innovative digital solutions.

INTERNSHIPS



- The Energy and Resource Institute Location: New Delhi**
Digital Marketing And Research JUNE -AUG 2023
 - Executed social media strategies to increase reach and engagement across platforms.
 - Worked on content marketing, SEO optimization, and audience targeting for digital campaigns
 - Conducted competitor analysis and presented insights to enhance visibility and traffic.
 - Created digital reports and campaign performance reviews using Google Analytics and Excel .
- Agrokisan by Krishi Samriddhi Solutions Pvt. Ltd.**
Sales & Marketing March-April 2023
 - Collaborated with FPOs to identify product needs and pitched tailored B2B solutions.
 - Conducted market research to identify industry trends and generate quality leads.
 - Coordinated with design and product teams to create pitch decks and promotional content.
 - Delivered client presentations using PowerPoint and improved CRM data tracking

EDUCATION

- B.Sc Hons. (AGRICULTURE), Sam Higginbottom University of Agriculture Technology and Sciences 2021-2025
- Intermediate (12th), SR. D.A.V Public School, Pundag, Ranchi, Jharkhand 2020
- Matriculation (10th), SR. D.A.V Public School, Ranchi, Jharkhand 2018