

# Simran Kaur

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## PROFESSIONAL SUMMARY

Dynamic and results-driven professional transitioning into digital marketing with a strong foundation in business development and marketing. Certified in the "Complete Digital Marketing Guide - 26 Courses in 1" from Udemy, with expertise in social media marketing, content creation, web content writing, SEO, and web analytics. Adept at driving online engagement, improving campaign performance, and leveraging data-driven insights to optimize marketing strategies. Passionate about enhancing brand visibility and delivering impactful digital solutions.

## EXPERIENCE

### Family Business – Boutique Management Customer Relations & Sales Support

#### 2021 – Present

- Assisted in managing day-to-day operations and customer interactions at the boutique.
- Helped in sales, inventory management, and enhancing customer experience.
- Provided input on product selection and merchandising to attract customers.
- Engaged with walk-in customers, understanding their preferences and suggesting suitable products.

### Instagram Project – Your Mystery Pal Founder & Content Creator

#### March 2025 – Present

- Created and managed @yourmysterypal, a meme therapy page focused on relatable struggles and anonymous storytelling.
- Designed engaging meme content to foster audience interaction and emotional connection.
- Encouraged users to share their experiences and rants anonymously, building a supportive community.
- Implementing social media growth strategies to increase engagement and reach.

### Business Development and Digital Marketing Apprenticeship Trumpf (India) Pvt Ltd

#### August 2023 - August 2024, Pune, Maharashtra

- Developed and implemented marketing strategies, increasing lead quality by 25% and generating 150+ new opportunities.
- Created engaging video and blog content, boosting engagement by 10% and improving social media interaction.
- Managed CRM for 500+ leads, streamlining sales operations and reducing follow-up time by 30%.
- Executed cold calls and email campaigns, boosting qualified leads by 20% and generating 150+ new opportunities.
- Collaborated with marketing teams to develop promotional campaigns and digital marketing strategies.
- Assisted in creating engaging content for website and social media platforms to improve brand awareness.
- Implemented email marketing strategies to nurture leads and increase conversions.
- Assisted in developing SEO strategies and content marketing plans to enhance online visibility.

### Marketing Internship

#### Outlook India

#### April 2021 - September 2021, Remote

- Drove a 10% sales increase and a 15% boost in customer acquisition through lead generation and conversion.
- Analyzed competitors' CRM strategies, enhancing lead conversion by 15% and improving market penetration.
- Prepared digital audit reports for 10+ products, optimizing positioning.
- Completed a summer internship, delivering a 50-page competitor analysis report that contributed to a 10% rise in customer acquisition.

## SKILLS

Business Development & Client Acquisition | CRM Management (SAP Sales Cloud, HubSpot) | Digital Marketing | Social Media Marketing | SEO | Content Marketing | Content Creation | Google Analytics | Outbound Specialist | Pre-Sales & Post-Sales Management | Marketing Automation | MS Excel, Word, Presentation

## EDUCATION

### Post Graduate Diploma in Management(PGDM)- Marketing

Kirloskar Institute Of Advanced Management Studies(KIAMS) • Pune, Maharashtra • 2022

### Bachelor Of Business Administration - Business Administration and Management

Maharaja Agrasen International College(MAIC)•Raipur, Chhattisgarh•2019

## CERTIFICATION

- The Complete Digital Marketing Guide - 26 Courses in 1 | Udemy | 2024
- National Apprenticeship Certificate Optional Trade | Trumpf (India) Private Limited • 2024
- Advanced Lead Generation | LinkedIn | 2023
- People Analytics | LinkedIn | 2023
- Marketing Coordinator | LinkedIn | 2021
- Advanced Product Marketing | LinkedIn | 2021
- Social Media Marketing | LinkedIn | 2021