

CURRICULUM VITAE-



Name-Lahar Lall

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CAREER OBJECTIVE-

“To pursue a challenging career and be a part of progressive organization that gives a scope to enhance my knowledge and utilizing my skills towards the growth of the organization”.

AREAS OF INTERESTS-

- Client Acquisition & Servicing, New & Existing Business Development, Events Management, Marketing, Operations.

EXPERIENCE-

- Worked with Impact Marketing Service as ‘Assistant Manager’ from 1st July’2016 till 31st March’19.
- My role is to interact with the client and build up a relationship to increase/generate new business. Have worked with several large clients with global presence in the

Healthcare & Consumer Services Sector.

Experienced and talented digital marketer across all key areas of digital marketing.

- Web: website development, driving website traffic, traffic conversion, lead capture.
- Social Media: LinkedIn, Twitter and Facebook Marketing. Design, build & maintain our social media presence.
- Content Marketing: Content writing for blogs, in-depth researched articles, ghost writing, white papers and other content creation including info graphics. Content distribution expertise in helping promote content through both unpaid and paid media sources
- Lead Generation: Experience in using lead generation techniques to drive in-bound inquiries through email marketing, content marketing and lead capture devices.
- Google AdWords: Experience in running highly profitable SEM campaigns using AdWords that deliver high ROI.
- Facebook Advertising: Experience in setting up and managing Facebook campaigns across multiple geographies and audiences.
- Work experience ranges from managing small business clients focused on generating business from local geographies to transnational companies. I have managed campaigns across multiple international geographies.

KEY ACHIEVEMENTS-

- Worked with a NGO called ROPIO (Reach out and pass it on) about a year. This foundation is working for the betterment of the future of the kids and helping the youth to share their talent or education in any field with the little ones. Worked as a teacher and taught 7th class students.
- Have played Football on zonal levels, Inter school matches, Subroto cup, North zone, Delhi league, CBSE Matches etc.

MILESTONES-

- NCC – 1st Camp in 2008 at Shimla (Kufri), achieved 2nd prize in a group singing and making dairies for social relations.

- 2nd camp in Dwarka in 2009 and 3rd camp at Gurgaon – won the silver medal in singing.
- Have done Guard of Honor on special occasions.
- Singing – Have participated in many events and won the 1st prize in Delhi University's singing fest held at Ambedkar College.
- Awarded with Young Talent Award by Ryan International School for being a part of the 'Digital Marketing Fest' held in April, 2017 and spreading Marketing Ideas among the young ones.

PERSONAL SKILLS-

- Thirst for Knowledge and an appetite to learn new things.
- Highly adaptable and has the ability to take up challenges and achieve goals with a can do attitude.
- A good listener with ability to understand and easily establish rapport with one and all in a short span.
- Ability to lead, manage as well as work in teams.
- Good communication skills with a high ability to interact with the customers.
- Willing to work for long hours.

SYSTEM SKILLS-

- MS Office (MS Word, Powerpoint) and proficiency over Internet.
- Economic Research on Internet.
- Data Analysis with MS Access and Excel.
- Creation and execution of SMS and Email based marketing campaigns.
- Continuous review and active management of website and other online assets.

STRENGTHS-

- Experienced in providing the best service to the customer.
- Adaptability, Commitment, ability to work individually as well as in a team with good presentation and organizing skills.
- Good communication & presentation Skills, to grasp new concepts quickly, to adapt to different working Environments, can perform under pressure, very good

leadership qualities, to work in a team and raise the spirit of the team members in time of crisis and confusion.

ACADEMIC QUALIFICATION-

Year	Degree	School/college
2013	10+ 2	Ryan International School,T.Y
2016	Graduation	University of Delhi- BA Hons. (Bachelor of Arts)

PERSONAL DETAILS-

- Languages known: English, Hindi
- Date of Birth: 27th September,1995
- Age: 23 yrs.
- Gender: Female
- Nationality: India
- Marital Status: Single

I do hereby declare that the information furnished above is true to the best of my knowledge.