Bharat Agarwal

Lucknow, UP

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**Professional Summary:**

Bharat Agarwal is a graduate with a solid academic background in digital marketing and event management, seeking to apply expertise and creativity to contribute to the growth of companies in the digital sphere. Dedicated to employing strategic approaches to enhance brand presence and deliver impactful results

**Professional Experience:**

**Arpan Interactive Solutions Pvt Ltd. May, 2021 to Present**

**Digital Marketing: November, 2023 to present**

* Assisted in developing and implementing digital marketing strategies across various platforms
* Created and curated content for social media channels to increase brand awareness and engagement
* Conducted market research and analysis to identify industry trends and competitor strategies

**Relevant Courses:**

* Digital Marketing Fundamentals
* Event Planning and Management
* Social Media Marketing

**Skills:**

* Strong communication skills
* Proficiency in social media platforms
* Creative problem-solving abilities
* Strong organizational skills
* Ability to work well under pressure and meet deadlines
* Leadership
* Meta Business Suite
* Public Relations

**Education:**

* **Bachelor of Arts in Journalism and Mass Communication,**

**University of Lucknow, 2019-2022**

* **Certified from IGNOU for CIT**
* **Certified from LINET for PDCA**

**Events Experience:**

* “Dainik Jagran Samvadi” from 13-15 Dec 2019, at Bhartendu Natya Academy, Gomti Nagar, Lucknow
* “Xenium International Fest” in Lucknow Public College of Professional Studies.

Assisted in the planning and execution of fundraising events, including logistics coordination and attendee management

**Languages:**

* **English (Proficient)**
* **Hindi (Fluent)**

**BHARAT AGARWAL**

**Cover Letter**

I am writing to express my keen interest in your company. With a solid background in journalism and mass communication, I am enthusiastic about the opportunity to contribute my skills and dedication to your team.

In my previous role as Digital Marketer Executive at Arpan Interactive Solutions, I honed my communication, and problem-solving skills, along with teamwork and adaptability while managing diverse social media platforms and ensuring visually compelling content aligned with brand standards. This experience equipped me with a strategic mindset and a creative edge, which I believe would be valuable in your dynamic work environment.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to your team.