



# Sohan Singh Parihar

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I'm seeking a position at a company where I can maximize my sales and marketing management skills, creative skills, business development and training experience.

I am an extremely organized, results-oriented sales & marketing professional bringing **more than 16+ years** of wide-ranging experience executing measurable sales & marketing campaigns for companies. I am successful in driving membership, traffic and revenue.

- ) Advertising & Marketing Industry,      Retail (Apparel) Industry
- ) Retail (silver Gift Item) Industry,      Retail (Furniture) Industry

## AREAS OF EXPERTISE

Facebook Ads  
 Google AdWords  
 Social Media Marketing  
 Develop Technical Standards

IT System Administration  
 Digital Media  
 Budgeting and forecasting  
 Graphic Design

Internet Marketing  
 IT Resource Planning  
 Training and Development  
 System Configuration

## Summary



- ) Proposed, architected and managed the design and launch of multiple high profile digital initiatives for clients Including applications, social campaigns, influencer campaigns as well as digital media programs.
- ) Directly managed enterprise accounts by providing software training, internet marketing best practice guidance, project management, monthly dashboard reporting and digital marketing process improvement.
- ) Directed all digital marketing and web development activities improving project timelines and quality by 50% between IT and Marketing.
- ) Created content, graphics, and reports for online marketing campaign for new program launch.
- ) Led new customer acquisition campaigns through SEM, retargeting, & Facebook advertising.
- ) SAP Business One : Server Installation, Client installation, Manage all Issue (Administrator, Purchasing, Production & HR).
- ) Microsoft Dynamics NAV : AS IS, TO Be, Server Installation, Client installation, Manage all Issue (Administrator, Financial, Production & HR).

## Experience

### Apr 2016 To Present: - Janx Digital World (Digital Marketing Company), Jaipur

#### Founder & CEO

- J Managed over 20 employees and over 50+ vendor relationships & partners.
- J Primary owner of the business relationships with key global digital outlets: Google, Facebook and others as identified. Ensure organization is abreast of latest marketing trends and technologies as they relate to film marketing.
- J Boosted website traffic by 100% by creating an integrated social media strategy.
- J Works as an important digital leader in the theatrical marketing division collaborating and working closely with other departments to ensure digital plans are effectively communicated and layered across marketing.
- J Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- J Boosted conversion rates by 50% through innovative customer relationship building and landing page optimization.
- J Created effective messaging using language, graphics and marketing collateral.
- J Led account management, strategy, targeting and campaign development for our clients.
- J Worked closely with clients to identify their needs and challenges and provide solutions-oriented campaign themes.
- J Devised email strategies, including segmenting strategies, welcome email auto responders and training drip campaigns.
- J Compared agency and vendor marketing expenses against established budgets.
- J Collaborated with designers and the editorial team on marketing materials.
- J Managed project deadlines and monitored milestones through completion stage.
- J Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.

### Dec 2014 To Apr 2017 : - Balaji Export, Jaipur

#### Digital Manager / IT Manager

- J Led new customer acquisition campaigns through SEM, retargeting, & Facebook advertising.
- J Trouble Shooting of Local Area Network. To manage the LAN setup, regular backups & maintaining zero downtime.
- J Remote administration of servers with PC Anywhere software.
- J Managing & remote administration, user rights, accounts, policies, group policies and network resources.
- J Install new software releases, system upgrades, evaluate and install patches and resolve software related problems.
- J Maintain, monitor, analyze system components and make recommendations regarding computer system security, monitor network, computer and disk utilization.
- J Inventory and provide accounting of resources including software, server, workstation and laptop systems.
- J Perform daily backups operations, ensuring all required file system and system data are successfully backed up to the appropriate media, recovery tapes or disks are created and media is recycled and sent off site as necessary.
- J Develop and implement policies and procedures for electronic data processing and computer systems operations and development.
- J Ensure security of data, network access and backup systems. Be familiar with all hardware and network operating system.

### **Jan 2012 To Dec 2014: - Code Silver (A unit of Durlabhji) Jaipur**

**Code Silver** brings you a dazzling collection of unusual designs in silver, unique concepts and exquisite artwork – an unusual mélange of unusual items, objects d’art and one-of-a-kind pieces.

#### **Job Responsibilities:**

- ) Managing a team of approximately 100 employees in a busy work environment.
- ) Played a key role in advertising sessions- Organized trade-shows, special events, exhibitions and displays.
- ) Managed and supervised entire showroom department, including sales, customer service and bill collection.
- ) Managed the store’s stock levels – Made key decisions about stock level and stock control.
- ) Monitored the sales floor regularly, talking to staff and customers, and identifying and resolving urgent issues.
- ) Responded to customer comments and complaints. Maintained responsibility for the overall daily operations of a retail store.
- ) Email conversing, data backup & restoring maintenance & troubleshooting.

### **Nov 2007 to Jan 2012:- Agrasen Engineering Industries Ltd. VKI Jaipur.**

Agrasen Engineering Industries Limited is an ISO/TS 16949:2002 certified Company engaged into manufacturing of Forged & Machined Auto Components. With an experience of over 35 years, the group is credited with developing bearings race industry in the state of Rajasthan - India.

#### **Job Responsibilities :**

- ) SAP Business One : Server Installation, Client installation, Manage all Issue (Administrator, Purchasing, Production & Human Resources).
- ) Installation, configuration & administration of Clustered Windows Server (with OS/Application level clustering & Load balancing) including management of web site. Installation and troubleshooting Windows Operating System, Servers.
- ) Management of Antivirus server (Quick Heal, Symantec and Avira etc.)
- ) Installation, configuration and troubleshoot of SQL server which includes creation, maintenance and administration of users and databases in SQL server and back up and restoration of databases.
- ) Configuring network with IP Scheming & troubleshooting the same and knowledge on current technology.

### **Apr 2003 to Nov 2007 :- Kam International, Vaishali Nagar, Jaipur.**

KAM Visa is a Canadian Immigration consulting organization with its head office in Toronto, Canada and representative offices worldwide.

#### **Job Responsibilities :**

- ) Installation and troubleshooting Windows XP/2000/2003 Operating System.
- ) Creating User accounts & assigning rights taking the backup such as Daily, Weekly, and Monthly of all the server.
- ) Maintenance & Troubleshooting, Manage Company E-mails, Spreadsheet and Documents Installations & etc.
- ) Data backup and restoring maintenance & troubleshooting installations & etc.

## Academic Qualification

- ) Graduation from Jodhpur National University with the stream of Commerce.
- ) Senior Secondary (+2) from Board of Senior Secondary Education Rajasthan, Ajmer
- ) Matriculation from Board of Secondary Education Rajasthan, Ajmer

## Computer Qualification

- ) Completed Diploma in Computer Hardware & Networking from **Divine Institute** Jhotwara, Jaipur.
- ) M/s Agrasen Engineering Industries Ltd given Training “**SAP**” in 2007 to 2008.
- ) M/s Vision Gems Pvt Ltd. given Training “**Microsoft Dynamics NAV**” in 2015.
- ) Completed RS-CIT from **Rajasthan Knowledge Corporation Limited (RKCL)**.
- ) Completed ‘O’ Level from **CMC Institute** Shastri Nagar Jaipur.
- ) Completed Diploma in Computer Accountant from **CMC Institute** Shastri Nagar, Jaipur.

## Skills

- ) Extremely proactive with a goal/results-driven orientation, demonstrated ability to meet and exceed targets. Highly accountable for achieving financial goals.
- ) Excellent communication, project management and people skills and be able to interact with all levels of the firm.
- ) Strong quantitative and qualitative skills to be leveraged for driving positive ROI opportunities.
- ) Develop and communicate solid plans to all levels within the organization.

## Hardware Skills

- ) Installation of Windows Seven, Windows Vista, Windows 2003, Windows XP, Windows 2000 (Professional), managing user accounts and its security
- ) Desktops assemble & Installation, PC Cards like NIC, Audio, Video, PCMCIA, TV, Hard-Disk, CD – DVD Writers, RAM, Printer & Scanners and Bios Support.
- ) Troubleshooting of personal computers. On line Support to customers concerning their computer problems
- ) Installation and Configuration, Disaster Recovery, Data Recovery.

## Network Skills

- ) Installing, Configuring and Troubleshooting of Networking Equipment’s: Routers and Switches.
- ) Updating Operating System, Antivirus, Service and Packs. Manage Company E-mails, Spreadsheet and Documents.
- ) Remote Computing via Telnet, PC – Any ware, VNC, Windows XP Remote Desktop & Remote Administrator.

## Software Skills

### Professional

SAP Business One  
Photoshop  
Dynamics NAV  
Windows Server 2016  
Logic Software



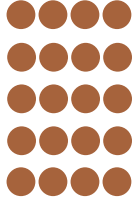
### Related

Tableau 9.3, 2018  
Corel draw  
Power Point  
Excel  
Access



### Personal

Movie Maker  
Data Recovery  
Windows Installation  
Data Backup  
Monitor Software



## Strength

- ) Work Anytime, Anywhere & Anyhow thought.
- ) Good communication skills and adaptation to situation.
- ) Time, weather and conditions do not affect the nature of my work.
- ) Confident & Effective in dealing with people

## Personal Information

Father's Name : Late Shri Amar Singh Parihar  
Date of Birth : 31 Aug 1986  
Marital Status : Married  
Nationality : Indian  
Date:  
Place : Jaipur

**(SOHAN SINGH PARIHAR)**