

BARUN KUMAR PANDEY

DIGITAL MARKETING WEBSITE & SOCIAL
MEDIA ASSOCIATE

CONTACT:

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Uttar Pradesh 201012

https://barunshop.in

barun-kumar-pandey-
30314717b

SKILLS:

- IT Skills: MS Office (Word, Excel, Power & Point)
- Social Media (Facebook Instagram, Youtube Linkdin Twitter)
- Meta Ads, Google Ads
- Digital Marketing
- SEO & SEM Canva
- wordpress

LANGUAGES:

- Hindi
- English

TOOLS:

Semrush, Ubersuggest, Google Search Console, Google Keyword Planner, Mailchimp & Brevo, Chatgpt, Gemini

PROFILE

Dynamic and results-oriented Digital Marketer, managing digital marketing campaigns enhancing online presence driving lead generation. Proficient in SEO SEM content marketing social management email marketing and analytics skilled in leveraging various tools like Google Analytics Google Ads, Facebook, and SEMrush to optimize campaigns and deliver measurable results. Strong ability to collaborate with cross-functional teams and develop innovative strategies that align with business goals.

WORK EXPERIENCE

Galgotias Time Pvt Ltd

24 Feb 2025 - Present

Website & Social Media Associate

- wordpress Website id <https://galgotiastime.com> Drafts and Clone SEO
- Optimized on- page elements including Title, Meta Description, and Permalinks (URL) Tags headings content for the article. Focus Keyword with google. Image Article.
- Title, Meta Description and ALT Text with ChatGPT (organic traffic, bounce rate, keyword ranking) using Google Analytics.
- Google Search Console. Collaborate with content, design and development teams to align SEO goals with overall digital marketing strategy. Create Image for Website in Canva.
- I publish news videos daily on YouTube and Meta Business Suite.

Nikunj Healthcare

6 July 2022 - 10 Jan 2025

Technologies Pvt (Ayushpay)

Senior Executive

1. Roles and Responsibility Re-confirming & assuring smooth flow of documents for all transactions processed and registered. Resolving the queries of the clients related to payable. Handling all incoming & outgoing Emails Re-confirming & assuring smooth flow of documents for all transactions processed and registered. Contact customers in order to respond to inquiries or to notify them of claim investigation results and any planned adjustments. Review insurance policy terms in order to determine whether a particular loss is covered. To Resolve the Hospital Query To Arrange the Loan for treatment (If Patient Eligible)

Capgemini on a 3rd party Payroll of Orcapod Consulting

1 Mar 2019 - 30 May 2022

Process Associate

- Roles and Responsibility Claim Adjudication/ Medical Billing of US Healthcare: In Capgemini I used to process both Medical and Hospital claim of Medicare and Medicaid which guideline is providing by CMS, HIPPA and COBRA. Software such as Wellcare ID Re-review Authorization and Duplicate claim.

HOBBIE:

Playing Cricket, Yoga,
Reading News paper
Learning

PERSONAL DETAILS:

Father's Name - Akhileshwar
Pandey
Date of Birth - 11th Dec 1994
Marital Status - Married
Gender - Male
Nationality - Indian
Address - Vpo - waina
P.s - Nawanagar
Dist - Buxar (Bihar)
Pin Code - 802125

TCS in Working 3rd Party Payroll of Futurz Technology Solutions LTD,

1 Dec 2016 - 31 Jan 2019

Business Associate

- Roles and Responsibility in TATA Consultancy Service (TCS) Project..DPLI Process Project (DHFL Pramerica Life Insurance Co. Ltd) as, Software such COSMOS ID Processed incoming Commercial and Health Insurance Prior Authorization request via mail and fax.insurance plans, questions and submitting and resubmitting to Insurance carriers and posting insurance checks Medical Scrutiny Proficient with medical terms & system. Processing Error to be maintained CRM kyc verification, Data Entry Claim Case Management / Cost Management.

EDUCATION

10th From Bihar School Examination Board Patna	2009
12th (Science) From Bihar School Examination Board Patna	2011
Graduation (B.com) From Veer Kunwar Singh University Ara Bihar	2014
Tally (ERP) Institute Of Computer & Technology 'Acrotech' Shakarpur Delhi	2015
Digital Marketing of 'Ducat' Institute in Noida Sector 16	2024

CERTIFICATIONS

SEO Creative Certification (Hubspot Academy)	Dec 2024
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I hereby declare that all the information provided by me is correct to the best of my Knowledge and belief.

Place.....

Date.....

Barun Kumar

(Signature)