



# Ravinder Pal

Digital Marketing Specialist

## CONTACT ME

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## EDUCATION

Degree in International Tourism Management

Turiba University  
2018-2020

Advance Diploma in Hospitality Management

Boston Business School,  
Singapore.

2015-2016

## EXPERTISE

Digital Marketing Tool  
Social Media Management  
Digital Marketing  
Search Engine Optimization  
Meta Tag Optimization

## WORK EXPERIENCE

**Meta Marketing Pro** Since 2022  
**Teleperformance, Portugal**

I specialize in Meta platform marketing, using Facebook, Instagram, WhatsApp, and Oculus to create and execute data-driven campaigns. My expertise lies in optimizing ad performance, targeting the right audiences, and staying updated with emerging digital marketing trends..

**Content Moderator** 2021-2022  
**Teleperformance, Portugal**

Responsible for reviewing and moderating user-generated content to ensure adherence to platform policies and guidelines, Played a crucial role in maintaining a safe and respectful online environment for users. Collaborated with a team of moderators and content managers to address emerging content trends and challenges effectively.

**Sales Agent** 2019-2020  
**International Travel Network, Riga**

Utilized product knowledge and reservation systems to assist customers in booking flights, offering personalized recommendations, and ensuring a smooth ticketing process. Demonstrated strong communication and interpersonal skills, effectively addressing customer inquiries, resolving issues, and providing necessary travel information. Collaborated with team members to achieve sales targets, contributing to the overall success of the airline and maintaining customer satisfaction

**Customer Support** 2014-2015  
**Make My Trip, New Delhi**

Handled customer inquiries, resolved issues, and facilitated travel bookings, ensuring a smooth and satisfactory travel experience for clients. Maintained clear and professional communication through various channels and adhered to company standards for high-quality service.

## CERTIFICATES

Meta Social Media Marketing.  
Google Digital Marketing and E-commerce.  
Meta Social Media Marketing Analyst.