

# ANJALI MISHRA

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📍 Rohini ,New Delhi-110086

## WHO AM I, PROFESSIONAL?

Digital Marketing Trainee looking for an opportunity to fill the position with a reputable organization to use my skills and training to make positive contributions to the company.

## EDUCATION & QUALIFICATIONS

- **DELHI UNIVERSITY** 2016-2019  
Bachelor of Commerce
- **GOVT. SR. SEC. SCHOOL** 2013 - 2016  
Senior Secondary  
(Commerce)  
Higher Secondary  
(General)

## TECHNICAL SKILL

## ♦ **SOCIAL MEDIA OPTIMIZATION (SMO)**

- Facebook (Profile , page , group creation and manage, organic and paid Campaign, Design Post)
- Twitter
- LinkedIn
- Instagram (Instagram Optimization)

## ♦ **GOOGLE ADWORDS ACCOUNT SETUP**

- Search Network (Campaign, Ad Group, and Ad creation, Negative Keywords, all ads Extension, Conversion Setup, ROI Calculate)
- Display Network (Account Set up, Campaign, Ad Group, and Ad creation, all ads Extension, Conversion Setup, ROI Calculate)

## ♦ **SEARCH ENGINE OPTIMIZATION (SEO)**

- Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirection)
- Keyword Research Using Google Keyword Planner Tool
- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alttag optimization, XML sitemap creation, robot.txt creation)
- Google Analytics Setup, analyze, monitor, and report
- Google Search Console Setup analyzes, monitors, and reports, XML sitemap integration
- Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc.)

## **WORK EXPERIENCE**

### ♦ **MARG ERP LTD, DELHI**

Internship

Working

- Managing Facebook and Instagram Account of company
- Designing the post using Canva
- Working on content creation

### ♦ **HS TRADING COMPANY**

Self-employed

. Managing Facebook and Instagram Account

- Working on my own website and understanding its behavior, performance and more

<https://toolunits.com>

## PERSONAL PROFILE

- ♦ **FATHER'S NAME:** MR. HARI SHANKAR MISHRA
- ♦ **DATE OF BIRTH:** 13-APRIL-1999
- ♦ **SEX:** FEMALE
- ♦ **LANGUAGES KNOWN:** HINDI,  
ENGLISH
- ♦ **MARITAL STATUS:** UNMARRIED

## DECLARATION

To the best of my knowledge and belief, the information provided above is true and correct.

(ANJALI MISHRA)