



RUCHIKA AGGARWAL

Digital Marketer

As a Digital Marketing Analyst, I am responsible to plan and executing all web SEO/SME/SMO, Database Marketing, Email, Social Media, and Advertising Campaigns. Designs, Build and maintain a social media presence. Measures and report the performance of all digital marketing campaigns and assesses against goals (ROI). Creative and performance-driven Digital Marketing Analyst with experience in developing and implementing accurate marketing metrics, creating new online promotional campaigns and managing the placement of ads. Also strong attention to detail, well-developed analytical skills, and ability to work in team environments.

Contact

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Address

D-16/323-324, Sector-3,
Rohini, Delhi-110085

Education

2023

Digital Marketing

Digiperform (Partner of HT Media)

2021

B.A. LL.B (Cgpa - 6.29)

Sushant University

2016

Class-12th (Cgpa - 8.42)

Mother Divine Public School

2014

Class-10th (Cgpa - 6.84)

Mother Divine Public School

Strength

- Excellent interpersonal and Coordination skills.
- Hardworking, Punctual & Enthusiastic.

Hobbies

- Travelling
- Dancing

Language

- English
- Hindi

Experience

Mar 2023 - Nov 2023

Rachna Sagar Private Limited

SEO Executive

- Search Engine Optimization (SEO)
- SMO|BLOG POSTED|FORUM SUBMISSION| ARTICLE SUBMISSION
- Facebook, Twitter, Instagram, Pinterest, and all social networking Handle
- Knowledge in Google Analytics, Google Webmaster
- Conduct competitor analysis
- Google Ads & Email Marketing
- Implemented on-page and off-page SEO activities

Worked On :

- www.rachnasagar.in
- <https://swaadhyayan.com>

Dec 2022 - Jan 2023

Ads Klick Media

- Conducted on-site and off-site analysis of the website.
- Worked on off-page activities such as classified ads, Business listing, Social Bookmarking,
- Image and Pdf submission and so more.
- Worked on WordPress for On-Page optimization.

Skills

- SEO (ON Page & OFF Page)
- Social Media Optimization
- (Facebook, Instagram, Twitter, LinkedIn)
- Social Media Marketing
- Google Analytics & Google Search Console
- Email Marketing
- WordPress Website Designing
- Google Ads

Knowledge of Tool

- WordPress
- Canva
- Google Analytics
- Google Search Console
- Google Trends
- Semrush
- Ahrefs
- Moz