



SUMMARY

Hi there! I'm a passionate digital marketer with a year of hands-on experience crafting compelling online strategies that drive engagement and conversion. My expertise spans various digital channels, including social media, Web Design, content marketing, PPC, and SEO optimization. With a keen eye for analytics, I thrive on analyzing data to refine strategies and maximize ROI. I'm excited to continue leveraging my skills to help businesses flourish in the ever-evolving digital landscape.

EDUCATION

National Institute of Electronics & Information Technology

Course on Computer Concepts
Completed in 2016

Choudhary Charan Singh University

Bachelor's Of Art
2018 - 2020

IELEVATE Institute New Delhi

Fundamentals Of Digital Marketing
Completed in 2023

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- I am a decision-maker and observer.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Evalve Billing - USA | 2023 - 2024

Key responsibilities:

- I handled Project Social Media Accounts like Facebook Instagram Twitter Pinterest, etc.
- I also worked on graphic design and canva.
- Prepare reports on the above information and communicate the insights of these reports to the broader business
- I worked SEO projects like on/off page, Technical SEO and local SEO.
- Monthly web traffic report released.
- I worked Web Design and Maintenance.

Digital Marketing Intern

Roku Digitel Co. | 2023 - 2024

Key responsibilities:

- I have experience in this company's social media content management and Graphic Design.
- I worked on social media Campaigns, like meta ads.

Digital Marketing Intern

Zombie Marketers Co. | 2023 - 2024

Key responsibilities:

- I handled Many Project Social Media Accounts like Facebook Instagram Twitter Pinterest, etc.
- I also worked on graphic design and canva.
- Prepare reports on the above information and communicate the insights of these reports to the broader business
- I worked on many SEO projects like on/off page and local SEO.
- Weakly web traffic report released.
- I worked Many Web Maintenance.

TOOL USED

- Google Editor
- Canva
- Wordpress
- Ahrefs
- Google Analytics
- Google Keyword Planner
- Google Webmaster
- Moz
- Screaming Frog Seo Spider
- Meta Ads
- Ubersuggest

CERTIFICATIONS

Hubspot Academy SEO Certificate

Youtube Video Ads Intern

Shia Webteck | 2022 – 2023

Key responsibilities:

- I Managed Account, Define Target Audience, And Campaign.
- Set Budget and Bidding Strategy.
- Report and manage view-through rate (VTR), CPV (Cost Per View) or target CPA (Cost Per Acquisition).
- Prepared reports on the above information and reported the insights.

Network Engineer Executive

Ingenious pvt.Co. Saket | 2020 – 2022

Key responsibilities:

- Active Directory Services work all over India Gramin bank
- Install and Manage CBS for all Bank
- Send report to main State head office.
- I managed the domain, server, printers, and cash machine.
- Computer Authentication and Group Policy And DNS Integration

I hereby declare that all the particulars given above are true to the best of my knowledge and belief.