

Contact

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Top Skills

Teamwork

WordPress

Business Development

Deepanshi Kaushik

Digital Marketing Trainer, Freelancer and Empowering Students to Thrive in Digital Marketing, Through Mastery of Digital Marketing | Expert Educator and Strategist
Gurugram, Haryana, India

Summary

I specialize in digital marketing, HR management, and career counseling. I aim to empower professionals and businesses to achieve their goals through innovative marketing strategies, effective HR practices, and personalized career guidance.

Expertise

Digital Marketing Training: Helping professionals master the latest marketing techniques.

HR Strategies: Enhancing workplace productivity and employee satisfaction.

Career Counseling: Guiding individuals to reach their full potential.

Experience

Anudip Foundation

Digital marketing Trainer

October 2023 - Present (1 year 1 month)

Gurugram, Haryana, India

*#Educating Students: Deliver comprehensive digital marketing courses covering SEO, SEM, social media marketing, content marketing, email marketing, and analytics.

*#Webinars & Seminars: Conduct engaging webinars and seminars on current digital marketing trends and best practices, both on-campus and at industry events.

*#Curriculum Development: Develop and update course materials to reflect the latest industry standards and digital marketing innovations.

*#Mentorship: Provide one-on-one mentorship and career guidance to students, helping them to achieve their professional goals in the digital marketing field.

*#Industry Collaboration: Collaborate with industry professionals to bring real-world insights into the classroom and stay abreast of emerging trends.

PRO India

Business Development Executive

September 2023 - October 2023 (2 months)

Gurugram, Haryana, India

*# Customer Relationship Management: Proudly showcase my role in managing customer relationships to ensure satisfaction and loyalty.

*#Awareness Promotion: Spread awareness about Pro India's commitment to Extended Producer Responsibility (EPR).

*#Environmental Responsibility: Highlight the company's prioritization of environmental responsibility and its positive impact.

*#Professional Networking: Look forward to connecting with like-minded professionals who share a passion for sustainability.

*#Sustainable Growth: Drive sustainable growth in collaboration with other professionals and stakeholders.

Xploit Xperts

Digital Marketing Executive

March 2023 - September 2023 (7 months)

India

*# SEO: Optimize website content, implement strategies, analyze performance.

*# SMM: Develop strategies, manage content, engage with audiences.

*# Email Marketing: Design campaigns, segment lists, analyze metrics.

*# Facebook Ads: Create & manage campaigns, optimize for ROI.

*# Content Creation: Develop quality content for blogs, social media, and newsletters.

*# Performance Analysis: Track KPIs, prepare reports, and provide recommendations.

*# Collaboration: Work cross-functionally to align marketing efforts.

Peace Homes Landbase Pvt. Ltd.

Digital Marketing Executive

October 2022 - February 2023 (5 months)

Gurugram, Haryana, India

*# SEO: Optimize website content, monitor rankings, and work as per updated with algorithms.

- *# Google Ads / PPC: Create and manage ad campaigns, then monitor the leads filter the leads, and then give leads to the sales team.
- *# Social Media: Develop strategies through posting content and generating traffic through SMM.
- *# CRM: Analyze customer data, connect them on calls, and fix meetings.

Additional Responsibilities:

- *# Coordinate client visits and schedule meetings.

INDSAO INFRASTRUCTURE PRIVATE LIMITED

Recruiting Intern

July 2022 - September 2022 (3 months)

Delhi, India

Hindustan Wellness

Corporate sales Trainee

January 2021 - April 2021 (4 months)

Gurugram, Haryana, India

Education

Gurugram university

Bachelor of Business Administration - BBA, Business Administration and Management, General · (March 2018 - March 2021)

GAV International School

12 · (April 2017 - May 2018)

Gurugram University

Master of Business Administration - MBA, Marketing/Marketing Management, General · (March 2020 - June 2023)