

LAKSHIKA KATARIYA

Graphic Designer & Digital Marketing Coordinator

PROFILE

Motivated and detail-oriented digital marketing and graphic design fresher seeking an opportunity to apply my skills in SEO, SMO, content optimization, and creative design to contribute to a forward-thinking organization's success.

EDUCATION

Bachelor of Science, major in Biotechnology
June 2023 - June 2026
Mohanlal Sukhadia University, Udaipur

EXPERIENCE


Digital Marketing & Graphic Design Intern
Technoglobe ICS, Udaipur | [Aug, 2024] – [Nov, 2024]

- Developed and managed digital marketing strategies for clients.
- Designed and optimized content for websites, social media platforms, and email campaigns.
- Conducted keyword research and implemented SEO strategies to improve website rankings.

SKILLS

- Digital Marketing**
- Email Marketing
 - Search Engine Optimization (SEO)
 - Social Media Optimization (SMO)
 - Keyword Research
 - Content Optimization
- Graphic Design**
- Adobe Photoshop
 - Adobe Illustrator
 - corelDRAW
 - Adobe Indesign
 - Canva

CONTACT

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