Manshi Jaiswal

Lucknow, Uttar Pradesh, India

✉ jessicajais3001@gmail.com   📞 +91 9569037770

in linkedin.com/in/manshi-jaiswal

Summary

I'm a determined individual who loves to explore innovative methods to reduce risk, improve efficiency, and take part in new opportunities.

As a digital marketing professional with 5+ years of experience, I have developed a deep understanding of the industry and a range of skills that allow me to create and implement successful campaigns for businesses of all sizes.

Experience

Social Media Associate
webdew
Dec 2023 - Present
We prioritize quality over quantity. Our approach is to concentrate on each client's project with unwavering dedication, ensuring that we deliver exceptional results that exceed expectations.

Social Media Manager
BexCode Services - IT Technology
May 2023 - Nov 2023
Responsible for creating and implementing online marketing strategies, optimizing websites for search engines, managing social media and email marketing, analyzing data, and staying updated on digital trends to drive brand visibility and achieve marketing goals.

Social Media Manager
CEDCOSS Technologies Private Limited

Oct 2020 - May 2023 (2 years 8 months)
Organizing and running marketing campaigns over social media platforms (such as: Facebook, Twitter, LinkedIn, Instagram).

Typical responsibilities include: Keeping track of data and analyzing the performance of social media campaigns.

Digital Marketing Executive
CEDCOSS Technologies Private Limited
Jul 2020 - Oct 2020 (4 months)
Promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only SEO, also email marketing, social media marketing, and web-based advertising.

US IT Recruiter
VBeyond Corporation
Jan 2020 - Jul 2020
Help companies hire people for open IT positions, seek out candidates who have the specific skills an employee wants, such as programming skills or technical expertise.

Education

Dr. A.P.J. Abdul Kalam Technical University
Bachelor of Technology - BTech, Computer Science
2016 - 2020
Computer Science Engineering (CSE) is an engineering discipline that covers several topics related to computation, programming languages, program design, computer hardware and software and integrates several fields of computer science.

Licenses & Certifications

Social Media Specialist - HubSpot Academy

Growth-Driven Design Agency - HubSpot Academy

Advanced Google Analytics - Google

On-Page and Technical SEO - Semrush
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Intro to Search Engine Optimization (SEO) - WordPress

Fundamentals of digital marketing - Google
GMG EG8 UD3

Skills

Search Engine Optimization (SEO) • Google Analytics • Social Media Marketing • Digital Marketing • Web Content Writing • Google Ads • Email Marketing • App Store Optimization • Content Marketing • Market Research