

ANJALI RAUNIYAR

Digital Marketer

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PROFESSIONAL SUMMARY:

As an ambitious Digital Marketer, I bring a fervent commitment to driving results through strategic content creation and campaign execution. With a strong focus on Search Engine Marketing (SEM), I aim to leverage cutting-edge techniques to optimize digital marketing efforts and deliver measurable success for the organization.

I am committed to continuously educating myself on industry trends, ensuring that I remain a proactive and optimistic team contributor.

SKILLS:

- ✓ Keyword Research
- ✓ Blog Writing
- ✓ Social Media posting
- ✓ Video/ Image Editing
- ✓ SEO Optimization
- ✓ Competitor Analysis Research
- ✓ AD Copy Creation

TOOLS USED:

- ✓ Canva
- ✓ SemRush
- ✓ Keyword Planner
- ✓ Wordpress
- ✓ HTML
- ✓ MS- Excel
- ✓ MS- Word
- ✓ MS- Powerpoint
- ✓ Notion
- ✓ Chatgpt
- ✓ Google Analytics

PROFESSIONAL EXPERIENCE:

Team With Someone (MAY 2022-NOV 2022)

Social Media Intern

- Managed client social media, scheduling engaging posts.
- Created diverse content using Canva, including videos and templates.
- Summarized articles for impactful post content.

Fishtail Infosolutions (JUNE 2021-MAY 2022)

Content Writer

- Health supplement product descriptions.
- Long-form SEO content creation (blogs/webpages).
- Keyword research and optimizing existing content on WordPress.
- Creating images/videos for blogs/social media, posting on WordPress, writing social media content, and Quora answers.

ADDITIONAL PROJECTS

Desert Raja Dubai

- Produced compelling website content for for Desert Raja's homepage and additional pages.

Trendy Fashion Styles

- Wrote Content for Trendy Fashion Styles Category Pages

CopyWriting/ Tagline

- Crafted a tagline for the fashion brand "Pajeba".."

EDUCATION:

BACHELOR IN BUSINESS ADMINISTRATION (2021- Pursuing)

IP UNIVERSITY, Maharaja Surajmal Institute

DIPLOMA IN CREATIVE WRITING (2022-2023)

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SOFT SKILLS:

- ✓ Leadership
- ✓ Team Work
- ✓ Problem Solving
- ✓ Multitasking
- ✓ Time Management
- ✓ Creativity

CERTIFICATIONS

Leadership and Team Management

- SWAYAM PORTAL (Online Certification)

Entrepreneurship

- SWAYAM PORTAL (Online Certification)

Foundations of Digital Marketing and E-commerce

- Coursera for reliance family

SOCIETIES:

NSS (National Service Scheme)-Community service or volunteer organization

Content Department

Tark- Literary Society

Poet and Writer