

NEHA KUMARI

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DIGITAL MARKETING

Motivated individual with a strong interest in digital marketing. Experienced with tools like Google Analytics and social media platforms. Skilled in SEO, content creation, and analyzing data to improve campaigns. Eager to use these skills to help a team grow its online presence and achieve business goals.

PROFESSIONAL EXPERIENCE

ZURAVVERSE

SEP 2024 - Present

Marketing Manager

- Develop and manage blockchain projects and NFTs.
- Create and execute social media strategies to boost brand visibility.
- Engage with communities and influencers to drive growth.
- Create content and run campaigns to promote NFTs and blockchain projects.

PAYPLEX SOLUTION PRIVATE LIMITED

MAR 2024 - AUG 2024

Digital Marketing

- Optimized dynamic and static websites using WordPress and Laravel frameworks, resulting in improved search engine visibility and increased organic traffic.
- Utilized Screaming Frog for competitive analysis, identifying optimization opportunities and implementing strategies to enhance search rankings.
- Developed and managed content strategies, including writing blogs and executing link-building initiatives, which contributed to improved domain authority and online presence.
- Designed and created visual content using Canva and Figma to enhance website aesthetics and user engagement.
- Executed email marketing campaigns through Mailchimp, achieving higher engagement and better campaign performance.
- Implemented social media marketing strategies to boost brand awareness and drive traffic to websites.

FRONTLINE GROUP (My Dress Bank)

OCT 2023 - MAR 2024

Digital Marketing

- Develop and execute digital marketing strategies across major social media platforms.
- Manage social media accounts, design engaging content, and optimize SEO for better visibility and engagement.
- Create graphics, videos, and multimedia content for campaigns.
- Experienced in WordPress for website creation and maintenance.
- Analyze metrics to enhance performance and boost social media engagement and website traffic.

GURUKUL SIKHSHA

JAN 2022- JUL 2023

Data Processor

- Efficiently performed data entry tasks including verification, formatting, and processing.
- Managed online admission process, verified documents, and communicated with applicants.
- Generated leads through online platforms, cold calling, and networking events.
- Maintained lead database and conducted effective follow-up.
- Conducted market research and analyzed campaign performance.
- Assisted in project coordination and strategic planning.

KEY COMPETENCIES

Technical Skills

SEO | SMM | Microsoft Office (Excel, Word, Powerpoint) | BI Tools (Power BI, Tableau) | Languages (SQL, Python) | Frameworks (Wordpress, Laravel, Numpy, Pandas) | Designing (Canva, Figma)

Soft Skills

Strategic Management Abilities | Research | analytical skills

EDUCATION

Marwari College | Ranchi University | Ranchi

2020-2022

Masters of Arts in Economics - Specialisation in Mathematics & Econometrics

Marwari College | Ranchi University | Ranchi

2017-2020

Bachelor of Arts in Economics