



AKANKSHA MISHRA

SOFTWARE ENGINEER || DIGITAL MARKETER

PERSONAL PROFILE

Secure a position where I can efficiently contribute my skills and abilities to the growth of the organization and build my professional career.

AREAS OF EXPERTISE

Graphic Designing
Social Media Management
Canva
Photoshop

CORE SKILLS

Content Writing
Digital Marketing
Graphic Designing
SEO
SMO
Photoshop
Canva

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Kops Media Pvt. Company | May2020- october 2020

- Graphic Designing
- Content Marketing
- Wordpress Development

DIGITAL MARKETING MANAGER

Arth Diagnostics Pvt. Ltd. | November 2020- April-2021

- Graphic Designing
- Content Writing
- Wordpress Development
- Social media Management
- SEO-On-page/ Off- Page Both

GET IN CONTACT

Email:

akankshamishra1098@gmail.com

phone no.- 8905569641

Address: B-11, Vardhman Nagar,
North Sunderwas, Udaipur,
Rajasthan

EDUCATION HISTORY

Bachelor of Technology (B.tech)

(2016-2020)
Techno India NJR Institute of Technology
Information Technology
Udaipur (Rajasthan)
Aggregate: 67.9%

Senior Secondary Education(C.B.S.E)

(2014-2016)
Central Academy Sr. Sec. School
Udaipur(Rajsthan)
Percentage: 66%

Secondary Education(R.B.S.E)

(2002-2014)
St.Teresa's Sr. Sec. School
Udaipur (Rajasthan)
Percentage: 71%

TRAINING AND INTERNSHIP-

Digification- 45 Days Training

The Define Ink- 45 Days

Internship

- Digital marketing
- Search engine optimization
- content writing
- graphic designing
- SMO

CERTIFICATIONS

- Google Adwords Fundamental
- Google Analytics Certification
- Google Mobile Sites
- Digital Sales
- Hubspot Inbound Certification
- Hubspot Content Marketing
- Email Marketing Certification
- Cambridge Business English Vantage
- Advanced Digital Marketing
- Cranes Certification



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EXPERIENCE:

Digital Marketing Intern

The Define Ink | Digification

- Wrote articles and social media content using SEO best practices
- Worked with a team to build paid campaigns for social media and search engines
- Worked with a team to design organic campaigns to increase client website traffic and sales Scheduled and audited social media posts weekly.
- Analyzed and reported marketing data, including trends, web traffic patterns, and engagement
- Create Different types of social media posts and designs.

Digital Marketing Executive

Kops Media Pvt. Company

- Researched, analyzed, and reported keyword optimization and trends
- Managed organic and paid social media content campaigns to build a customer base, including content ideation, photography, and community engagement
- Monitored and analyzed campaigns to determine success
- Wrote blog content that increased audience engagement
- Regularly updated and managed company website
- Post Creation
- Works on SEO (on-page)
- Making monthly reports for clients.
- create a website through WordPress and maintained it.

Digital Marketing Manager

Arth Diagnostics Pvt. Ltd.

- Work closely with SEO team lead, clients, and content teams to design and implement campaigns using SEO best practices
- Generate reports and present them to the client and team member.
- Manage multiple clients using enterprise management platforms for SEO Translate client goal into successful digital media campaigns
- Improve traffic to client's blog by 10%over two month period.
- Created and maintained PowerPoint template that will be distributed company-wide.
- Edited and added correction pages into PDF files.
- Helped to maintain Design templates.
- Content creation
- Create many types of graphics like brochures, flyers, vinyl, and social media posts.
- Manage all works carefully.

ADDITIONAL SKILLS:

- GoogleAnalytics
- Google search console
- Keyword planner
- Organic social media marketing
- Paid social media marketing
- Microsoft Office Suite
- Content writing
- Google Adwords
- Microsoft Excel

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