

AKANKSHA PANDAY

Phone: +91-9026255662

DIGITAL MARKETING (FRESHER)

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CAREER OBJECTIVE

Seeking opportunity in Digital Marketing, wherein I would like to utilize my knowledge to meet business goals objectives and in turn contribute to the company's growth.

SKILLS SETS

IT Skill Set: WordPress, Coral Draw, MS Excel & PowerPoint, Social Media Marketing Search Engine Optimization, Web Analytics, Email & Content Marketing.

Interpersonal Skill Set: Team Management, Quick learner & Passionate towards work.

TRAINING

Successfully completed **6-months of training from ZIGMATRIX** as a Social Media Marketing Executive

ROLES AND RESPONSIBILITIES

- Designed logos and creative pages using Corel draw.
- Designed new pages and profile for the company on Facebook.
- Designed company's brochures and organized their campaigns.
- Creating attractive Facebook pages and post.
- Organizing projects across multiple team
- Designed and posted regular creative images on Facebook.
- Created PowerPoint presentation for the company's campaign.
- Creating database on WordPress.
- Creating themes, posts, and new pages on WordPress
- Handling plugins on WordPress

PROJECTS UNDERTAKEN

- Designed regular Facebook post for **Nestway** Real estate company.
- Designed their profile and brochures.
- Worked on a campaign for them.
- Designed Facebook post for **Shalimar Corp. Ltd.**

EDUCATION

2012-2016

BACHELOR OF TECHNOLOGY, INTEGRAL UNIVERSITY

Electronics and Communication with 75.95%

2011-2012

INTERMEDIATE (12TH)

Central Board of Education (CBSE) with 74.80%

2009-2010:

HIGH SCHOOL (10TH)

Central Board of Education (CBSE) with 86.00%

EXTRA CURRICULUM

- Got 3rd prize in National workshop on arm-controlled robotics organized by micro robotics technologies.
- Participated in technological workshop on MATLAB and embedded system.
- Participated in aptitude test organized by department of ECE integral university.

CURRENT LOCATION

Lucknow, Uttar Pradesh, India