

REENA PAYAK

SOCIAL MEDIA OPTIMAZATION

Motivated and enthusiastic beginner in digital marketing, currently training and interning at Technoglobe Udaipur. Eager to leverage my growing technical skills, combined with strong soft skills in communication, time management, and problem-solving, to contribute effectively to projects and gain further experience in the digital marketing domain.

SKILLS

- **Digital Marketing:** Creating and executing strategies across digital channels to promote products/services.
- **SEO:** Improving website visibility and rankings through optimization.
- **SMO:** Enhancing brand engagement on social media platforms.
- **SEM:** Driving traffic via paid search ads.
- **SMM:** Running targeted social media campaigns to promote brands.
- **HTML:** Structuring and writing web content.
- **Email Marketing:** Managing campaigns to engage customers and drive conversions.

EXPERIENCE

Digital Marketing Intern – Technoglobe Udaipur

Present (4 Months)2024

- Gained practical experience in Search Engine Optimization (SEO), Social Media Optimization (SMO), Search Engine Marketing (SEM), and Social Media Marketing (SMM).
- Managed and optimized social media campaigns to improve brand awareness.
- Conducted keyword research and on-page/off-page SEO tasks to boost organic traffic.
- Assisted in email marketing campaigns and digital content strategy.

EDUCATION

Master of Computer Application (MCA)

Mohanlal Sukhadia University, Udaipur

Expected Completion: October 2024

Bachelor of Computer Science

RNT College, Kapasan (2020 – 2022)

CERTIFICATIONS

RSCIT Course (July 2021)

SOFT- SKILLS

- Strong communication and interpersonal skills
- Excellent time management and organizational abilities
- Problem-solving and analytical thinking
- Ability to work in a team and independently

CONTACT

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