



I am Chandni Vatwani and currently working as a trainee at digital Sandip academy and i have just completed my 12th std and perusing b.com hons from GLS University



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# Chandni Vatwani

Digital Marketer

## Seo skills

- On page and off page optimization to rank web pages
- Website audit and page content optimization
- Execution of on page elements like page title, meta discription, alt tag , etc.

## Social media and GMB skills

- Can create and manage engaging content for social media platforms like Facebook, Twitter, Instagram and LinkedIn
- Have good understanding of paid sponsored ads on Facebook and Instagram Handling social media accounts and running ads for their page.
- Generating lead through Google my business (GMB) and through social media marketing
- Can list your business on Google
- Handling more than 5 accounts of GMB

## GoogleAds

Good with concepts like

- Google search ads campaign creation.
- Keyword research with Google keyword planner tool
- Bids optimisation
- Display ads campaigns
- Youtube ads campaign
- Shopping campaign