

# SAKSHI ARORA

B.COM HONOURS GRADUATE

<https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects>

## PERSONAL PROFILE

To secure a challenging position in a reputable organisation and use my potential towards the betterment of the organisation and alongside expand my learnings and skills. I want to excel in the upcoming opportunities with my perseverance and help grow people around me and my organisation.

## CONTACT DETAILS

Email:  
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## SKILLS

- Digital Marketing
- SEO
- Google Ads
- Email Marketing
- Social Media Advertising
- Affiliate Marketing
- Team Management
- Microsoft Word
- Microsoft Excel
- Mac OS
- Windows OS

## COLLABORATED & INDEPENDENT EXPERIENCE

### Riise Consulting

*Digital Marketing intern (March, 2020-Present)*

- I work closely as an Account Manager for multiple clients. My work involves working on content calendars, handling social media accounts, SEO, and other marketing operations. My work also includes peer analysis and building strategies to further strengthen the client's position with respects to its peers.

### Udacity

*Worked on various Projects during Digital Marketing Nanodegree Program 2020- 2021*

- Evaluated the results of a Display Advertising Campaign for Udacity. [https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Display\\_Campaign](https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Display_Campaign)
- Created an Email Marketing Campaign for Udacity using MailChimp. [https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Email\\_Marketing](https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Email_Marketing)
- Ran an Adwords Campaign by creating, executing and monitoring a search engine campaign adword for Udacity. [https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Adword\\_Campaign](https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Adword_Campaign)
- Conducted an on-site and off-site SEO Audit along with the site performance test to improve the DMND website visibility in a search engine. [https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/SEO\\_Audit](https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/SEO_Audit)
- Ran a Facebook Campaign by creating, managing and monitoring an advertising campaign on Facebook for Udacity in addition to optimising and evaluating Facebook advertising campaigns. [https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Facebook\\_Campaign](https://github.com/SAKSHI-ARORA-10/Udactiy-Digital-Marketing-Projects/tree/main/Facebook_Campaign)

## LICENSES & CERTIFICATIONS

- Udacity Digital Marketing Nanodegree
- Coursera Google Ads for Beginner

## EDUCATION

- **Udacity**  
*Digital Marketing Nanodegree program, 2020-2021*
- **Graphic Era University, Dehra Dun**  
*B.COM Honours, SGPA 8.29, 2017-2020*
- **St. Thomas College, Dehra Dun**  
*12th, 69%, 2017*
- **St. Thomas College, Dehra Dun**  
*10th, 81%, 2015*

## EXTRA-CURRICULAR ACTIVITIES AND AWARDS

- Participated in the Youth Money Olympiad 2019.
- Participated in multiple inter-course cricket tournaments.
- Participated in multiple school cricket tournaments.
- Participated in multiple school basketball tournaments.

## Urban Cooperative Bank, Dehra Dun

*June-July 2019*

- Worked as an intern assisting customers with day to day banking experiences, such as opening bank accounts and understanding the relevance of KYC, along with understanding the inner workings of a bank.

## JOY (NGO), Dehra Dun

*CORE MEMBER, Nov 2017-Present*

- I have been a core member of JOY an NGO and have been working towards the betterment of the society by organising campaigns in and around Dehra Dun. Our work has been recognized by the CM of Uttarakhand.
- I have organized successful large-scale clean up drives in Haridwar and Mussoorie.
- Conducted a contribution drive for the Martyrs of Pulwama Attack; the contribution accounted to an amount crossing 2 lacs.
- Organised a workshop on Menstrual Awareness with the Students of Sunny's Amanat.

## KHANEKIKHOJ (FOOD BLOG),

*Co-FOUNDER,*  
<https://www.instagram.com/khanekikhoj/?hl=en>,  
*Dec 2017-Present*

- I am running a food blog with over 2K+ followers.
- I have in past collaborated with a brand (Scrumpts Chocolates) for marketing its products through my food blog.

## REFERENCES

### Jai Sharma

*JOY(NGO), Founder*

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