

# DIVYANK SRIVASTAVA

## DIGITAL MARKETING

### CONTACT

+918130809388

divyanksrivastava5@gmail.com

LD-106/C OLD RDSO COLONY

ALAMBAGH LUCKNOW (226011)

### PROFILE

I am an experienced digital marketing head seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

### SKILLS

- Google Analytics
- Social media strategy
- Marketing
- Web content development
- Project management
- Layout design
- Market research
- Content Creation
- Google ads

### EXPERIENCE

#### **EVENT COORDINATOR**

**SMILING CIRCLE | JUL 2018 - DEC 2018**

HANDLING ALL SORTS OF EVENTS FROM PLANNING TO EXECUTION.

TRAVELING EVENTS, WEBINARS, PRESS CONFERENCES

#### **BUSINESS DEVELOPMENT EXECUTIVE**

**NAMO GANGE TRUST | JAN 2019 - MARCH 2020**

MANAGING EVENTS ON A LARGE SCALE

FESTS, GOVERNMENT EVENTS AND HEALTH AND FITNESS RELATED EVENTS

#### **DIGITAL MARKETING**

**FREELANCER | JAN 2021- JUN 2021**

DEVELOPED A SOCIAL MEDIA STRATEGY TO INCREASE THE FOLLOWING OF THE COMPANY WEBSITE.

HANDLING ALL SOCIAL MEDIA PLATFORMS

CONTENT CREATION

WORDPRESS WEBSITE OPTIMIZATION

WORDPRESS WEBSITES LAYOUTING

GOOGLE ANALYTICS

GOOGLE ADS, FACBOOK ADS.

#### **DIGITAL MARKETING HEAD**

**PICKARA| JUL 2021- JAN 2022**

DEVELOPED A SOCIAL MEDIA STRATEGY TO INCREASE THE FOLLOWING OF THE COMPANY WEBSITE.

SOCIAL MEDIA OPTIMIZATION

CONTENT CREATION

GOOGLE ANALYTICS

GOOGLE ADS, FACEBOOK ADS.

#### **SOCIAL MEDIA SPECIALIST**

**WELLSUN MEDICITY HOSPITAL | MAY 2022- PRESENT**

HANDLING ALL SOCIAL MEDIA PLATFORMS, CONTENT CREATION (CANVA)

SMO, SOCIAL MEDIA MARKETING, GOOGLE ANALYTICS, FACEBOOK ADS, GOOGLE ADS, LINKEDIN ADS, WEBSITE OPTIMISATION, GOOGLE ANALYTICS, FACEBOOK PIXEL, GOOGLE MY BUSINESS.

## EDUCATION

### **LUCKNOW PUBLIC SCHOOL**

LUCKNOW, UTTAR PRADESH. CLASS 10TH  
(2011-2012)

### **ST JOSEPH PUBLIC SCHOOL**

LUCKNOW, UTTAR PRADESH CLASS 12TH  
(2014-2015)

### **BACHELOR OF ARTS, JOURNALISM AND COMMUNICATION**

ASIAN ACADEMY OF FILM AND TELEVISIONS (NOIDA) |  
2015 - 2018

## AWARDS

### **PICKARA**

EMPLOYEE OF THE MONTH  
DEC 2021

## INTERESTS

Sketching  
Traveling  
Photography

## DECLARATION

DIVYANK SRIVASTAVA do hereby declare that the above-mentioned information is true to the best of my Knowledge and belief

**DIVYANK SRIVASTAVA**

**DATE-**

**PLACE- LUCKNOW**