


MUSKAAN MOR

CONTACT

 Gurgaon, Haryana

 +91-9910989622

 muskanmor2@gmail.com

EXPERTISE

- Creative content curation
- Copywriting
- Google analytics tools
- Fundamentals of Digital Marketing through Google
- Social Media Marketing Certification from HubSpot
- Client Servicing
- Email Marketing
- Influencer Marketing
- Canva
- WordPress
- SEO based content
- Boosting organic traffic

SKILLS

- Amicable communication skills
- Analytical thinking, planning
- Storytelling
- Meticulous attention to details; strong organizational skills
- Secondary Research
- Ability to combine vision with strong creative and tactical planning

CAREER OBJECTIVE

A wordsmith with about **4 years** of experience in content creation, seeking the opportunity to help develop and execute cohesive and data-driven strategies contributing to the success of the organization. Coming with a track record of success in the creation and execution of content for diverse and complex audiences.

ACADEMIC BACKGROUND

2019 **BACHELOR DEGREE**
 Delhi University

EXPERIENCE

Working as a Freelance Content Writer and Strategist as well as Social Media Manager in the marketing, technical and promotional domain since 2019

- Worked with various organizations like Pepper Content, College Duniya, College Pond, InkEbee Writers, Branding Pioneers, Morris Marketing and Clients from Upwork, Freelancer.com and Social Media Handles
 - Responsible to develop, implement, track and optimize the digital marketing campaigns across all digital channels.
 - Contribute to social media engagement and brand awareness campaigns
 - Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
 - Handled and managed the Facebook Business Account
 - Formulated and created advertisements
 - Explored and Coordinated with various Influencers
 - Formatted and synchronized the promotional and follow up emails
 - Use Web Analytics Software to monitor the performance and make recommendations for improvement
 - Develop and integrate content marketing strategies
 - Keep up to date with current digital trends
 - Coordinated with the Graphics and Design team for the content development
 - Aided in boosting organic traffic
- Social Media Marketing Intern at Droom.in, responsible for content creation, managing social media accounts and boosting organic traffic.