**Anita Rao**

Email: anita.rao@email.com

**Summary:**

Marketing professional with over 6 years of experience in branding, market analysis, and consumer behavior research. Skilled in analytics and content strategy.

**Skills:**

- Google Analytics, HubSpot, SEO/SEM

- Power BI, Tableau

- Adobe Illustrator, Canva

- Campaign strategy and performance analysis

**Experience:**

Marketing Manager – BrightSpark Inc. (2019–Present)

- Increased organic traffic by 40% using SEO strategies

- Led data-driven campaigns based on customer segmentation

**Education:**

MBA in Marketing – IIM Bangalore