GAYATRI SINGH

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OBJECTIVE

Tech-savvy Computer Science graduate skilled in Digital Marketing, Video Editing and Graphic Design. Proficient in utilizing AI-driven tools to boost brand engagement and creativity. Seeking to contribute to a dynamic team with innovative solutions.

EDUCATION

Bachelor of Technology,   2020- 2023
GB PANT UNIVERSITY OF AGRICULTURE AND TECHNOLOGY Pantnagar

Diploma in Electronics Engineering,   2017 - 2020
Govt Polytechic Almora

SKILLS

Digital Marketing, Social media management, Video Editing, AI-Powered Tools,
SEO Optimization, Copywriting

TOOLS AND PLATFORMS

Canva, Hootsuite, Google Workspace, Adobe After Effects, Adobe Creative Suite,
Google Analytics, Meta Business Suite, SEMrush, Content Management System

EXPERIENCE

Digital Marketing Intern   Apr 2024 - Present
SubcoDevs Inc
Content Creation and Management

- Managed content for social media platforms (Facebook, Instagram, LinkedIn, Twitter).
- Wrote and edited blog posts, articles, and newsletters.

Social Media Management

- Scheduled and published posts using social media management tools.
- Monitored and responded to audience interactions, fostering community engagement

Collaboration and Communication

- Collaborated closely with the marketing and project management teams on new projects.

CERTIFICATIONS

- Advertising with Meta View
- SEO from HubSpot Academy View

ACHIEVEMENTS

- Achieved the LinkedIn Top Voice Badge for two of my company's accounts within 30 days.
- Implemented strategic initiatives to enhance the performance of social media pages.
- Maintain a personal video editing Instagram account with over 200k+ followers, demonstrating expertise in audience engagement strategies.