

KAJAL

Digital Marketing Executive

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Sector 113, Gurgaon 122017, Haryana

ABOUT ME

I am a motivated marketing professional with an MBA specializing in Marketing and Business Analytics. My expertise includes SEO, digital marketing strategies, and e-commerce platform management. I thrive in dynamic environments and leverage analytical insights to enhance brand performance. As a quick learner and adaptive team player, I am committed to delivering impactful marketing results

EDUCATION

MBA IN MARKETING AND BUSINESS ANALYTICS

K.R. Mangalam University

2023-2025

BACHELOR OF COMMERCE (B.COM)

DPG Degree College, MDU University (MDU University)

2020-2023

INTERMEDIATE

SKV Chhawla School

2018-2020

10TH GRADE

Mata Kasturi Devi Public School

2016-2018

WORK EXPERIENCE

Digital Marketing Strategist

Brandssoul IT Firm

11/2023-01/2025

A digital marketing firm specializing in innovative online solutions

- Executed SEO content across on-page and off-page strategies
- Handled daily updates and performance tracking for websites
- Handled digital product listings and marketing for platforms
- Assisted with branding materials and social media engagement
- Generated reports using Google Analytics and Excel

SEO Executive & Content Assistant

08/2022-07/2023

Rehousing Packers and Movers

A logistics company providing packing and moving services

- Contributed **on-page SEO strategies** to website structuring, keyword research and meta tag
- Implemented **off-page SEO techniques** (backlinks) improve domain authority and search rankings
- Created weekly content calendars and analytics summaries
- Check new updates and performance tracking for websites

SKILL

Digital Marketing

SEO, Social Media Marketing, Google Ads Meta Ads, Keyword Research, Content Strategy, Web content optimization
Calendar Creation, Lead Generation, Website Optimization

Tools & Platforms

Google Sheets & Docs, Microsoft Office, HubSpot, IBM Cognos Analytics, Canva, AI Marketing Tools, Meta Business Suite, HTML & CSS (basic), Microsoft Power BI, Tableau

Technical & Analytical Skills

Google Analytics, Google Search Console, Decision Making, Data Visualization, Python, CRM Management, Excel, Cognos Analytics

Soft Skills

Strategic Thinking, Teamwork & Collaboration ,Communication, Creativity & Innovation, Problem-Solving

CERTIFICATIONS

IBM – CYBER SECURITY FUNDAMENTALS

IBM – DATA VISUALIZATION FOR MANAGERS

IBM – COGNOS ANALYTICS

NISM – FINANCIAL EDUCATION FOR YOUNG CITIZENS

NISM – PARTICIPATION IN 5TH INTERNATIONAL CONFERENCE

AVALYTIX – INDUSTRIAL LIVE PROJECTS

MICROSOFT – AI TOOLS FOR BUSINESS

BRANDSSOUL – DIGITAL MARKETING INTERNSHIP

HUBSPOT – DIGITAL MARKETING

PROJECTS

Startup Strategy Project (Vibestyle)

A project focused on enhancing the digital presence and operational efficiency of a clothing brand. Led digital marketing initiatives, implementing strategies that improved online visibility.

Capstone Research (Perfetti Van Melle)

A research project centered on understanding consumer behavior and providing actionable marketing strategies. Developed data-driven campaign suggestions that align with brand goals

Live Industry Project

Engaged with a consulting firm to tackle live business challenges, translating academic learning into practical solutions. Provided insights and recommendations based on live industry challenges

STRENGTHS

- TIME MANAGEMENT
- TEAM COLLABRATION
- QUICK LEARNING

INTEREST

- MARKET TRENDS EXPLORATION
- TECH KNOWLEDGE EXPLORATION
- TRAVELING

PERSONAL DETAILS

DOB : 25 May 2001

LANGUAGE English, Hindi

MARITAL STATUS : Unmarried