



## UDISHI VERMA

DIGITAL MARKETING ANALYST

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### PROFILE

A content writer with a strong command over keyword selection for SEO and am fairly equipped with the knowledge of various SEO based tools online. I have worked on CRM platforms like shopify, which has given me a lot of insight on how marketing works. I am passionate about digital marketing in particular, and hope to expand my knowledge in this domain.

### SKILLS

- SEO
- Article/Blog Writing
- Proof Reading
- Digital Marketing
- Social Media Management
- Creative Writing
- Technical Writing
- Shopify Content Writing
- Keyword Analysis
- Microsoft Excel, PowerPoint Presentations, Word

## INTERNSHIP EXPERIENCE

### SHOPIFY CONTENT WRITER AND SEO ANALYST

Spike Fitness

July 2021 - Feb 2022, Online

- Wrote Articles on Fitness Products and Physical Well-being.
- Performed keywords research and interlinking and backlinking with various related blogs.
- Performed Proof Reading.
- Worked under a Dedicated Team Ensuring Good Quality Content.
- Added Backlinks and Interlinks to Internal and External Websites.
- SEO Analysis to optimize the traffic to attract more target audience.
- Wrote YouTube Descriptions for various products offered.
- Received a *Letter of Recommendation* for this internship.

### CONTENT WRITER AND SOCIAL MEDIA ANALYST

Singh John

July 2020 - Dec 2020, Mumbai

- Wrote Articles on Social Media Marketing and Affiliate Marketing.
- Gave Product Reviews.
- Proof Read for Quality Standards.
- Gave each article innovative thoughts.
- Maintained Content and Managing tasks in MS Office.
- Received a *Letter of Recommendation* for this internship.
- Backlinks, Keyword Research in Social Media Marketing.

## EDUCATION HISTORY

### BACHELOR'S OF COMMERCE

2019-2022

Sophia Girls' College (Autonomous), Ajmer

### HIGH SCHOOL

2005-2019

Sophia Sr, Sec. School, Ajmer

## CERTIFICATIONS

INTERNSHIP AND JOB PREPARATION (Internshala Trainings)

DIGITAL MARKETING (Internshala Trainings)

GOOGLE ADS SEARCH CERTIFICATION (Google Skillshop)

SOCIAL MEDIA MARKETING (Edelytics)

FRENCH CERTIFICATION (Internshala)

## STRENGTHS

- Adaptive
- Dedicated
- Committed to Learn and Improve
- Inquisitive and Creative
- Good Communication Skills
- Attention to Details

## HOBBIES

- Writing Poems
- Dancing
- Yoga and Spirituality
- Binge Reading and Learning about Popular Mythologies