A Marketing Fanatic, seeking for a brand where I can apply my creative Digital Marketing skills for reforming the brand as well as developing the start-ups.

An enthusiast, ready to take experience and use it towards the company’s growth.

Currently working as a digital marketing executive to create traffic & conversion driven campaigns and engaging consumers via social media for building a brand.

**Vanshika Gairola**

**Personal Details**

**Phone no.:** +91-9354896862

**Email:** vanshika.gairola@gmail.com

**DOB:** 04-August-1997

**Key Skills**

Creative Writing

Google Ads

PhotoShop [Basic]

SEO/SEM

Analytics [Basic]

Social Media Management

Brand Management

**Strengths**

Creative Writing & Communication

Lead Generation

Brand Management

Digital Marketing & Strategy

Social Media Management

Ability to Adapt

**Languages**

**Hindi**: Native

**English**: Advanced

**German**: Intermediate

Work History

**Jul 2019- Current**

**Tag n Pin | Digital Marketing Executive & Content Writer,** New Delhi

**Tag n Pin** has two products**, NotifyVisitors & InviteReferrals. NotifyVisitors** is a SaaS OmniChannel providing other companies various customer engagement tools and tools for driving traffic to webpage.

**InviteReferrals** a sister company to NotifyVisitors. It is a company that provides referral marketing software to other brands to increase their web traffic and sales.

* Helped implementing traffic driven strategies by creating campaigns.
* Increased traffic & conversion rate by creating targeted ad campaigns and keeping an eye on web traffic via Google analytics.
* Working towards improving company’s portfolio, by doing SEO.
* Reached out various relevant publishers for guest posts via emails.
* Creates social media calendar in MS-excel to maintain social media campaigns.
* Handles Social Media campaigns and does regular updates to maintain brand’s profile.
* Article writing for marketing driven strategies, resulting boost in traffic.
* Manages content and its tools, does SEO.
* Creates Info-graphics and Case studies by analyzing the data.
* Blogs written ranks on first page and drives traffic to company’s webpage creating new leads and increasing brand’s name.

**Aug 2017- Dec 2017**

**Interests**

Reading Fiction

Writing

Analyzing marketing ideas every time I see ad campaigns.

**Certificates**

Google Analytics

Google Ads

Hubspot

**Web Languages**

CSS

HTML  
 Python [basic]

**Technical Support Representative |****Convergys for Dell**, Gurugram

* Provided end-user troubleshooting and support on Dell laptops and workstations.
* Answered incoming calls from residential customers from USA and Canada on Dell products.
* Analyzed software and hardware issues to identify troubleshooting methods needed for quick remediation.

Education

**Jan 2020-Current**

**PGDM Marketing** | Narsee Monjee Institute of Management

Studies (Distance Learning)

**Aug 2014- July 2017**

**Bachelor in Computer Applications** | IITM, New Delhi

Guru Gobind Singh Indraprastha University

* Graduated with 67.59%

**April 2013 – June 2014**

**10+2 | Jindal Public School,** New Delhi

CBSE Board

* Passed with 64.33%
* Majored in Commerce + Mathematics

**April 2011 - June 2012**

**10th | Modern Convent School**, New Delhi

CBSE Board

* Passed with 6.6 CGPA