

# Lakshmi Kumari

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## Professional Summary

Results-driven **Digital Marketing Assistant** with 2 years of experience in SEO, social media management, content creation, and email marketing. Skilled in Google Analytics, and data-driven marketing strategies. Passionate about driving brand awareness and engagement through innovative digital campaigns.

## Key Skills

### Marketing Skills

- **Social Media Marketing** (Facebook, Instagram, LinkedIn, Twitter)
- **SEO & SEM** (Google Ads, Keyword Research)
- **Content Creation Copywriting** (Blogs, Ads, Email Campaigns)
- **Email Marketing** (Mailchimp, Klaviyo)
- **Google Analytics** & Data Analysis
- **PPC & Paid Advertising** (Meta Ads, Google Ads)
- **Basic Graphic Design** (Canva, Adobe Photoshop)
- **WordPress/Shopify** (Basic CMS Management)

### Technical Skills

**C, HTML, JavaScript, PHP, SQL, Bootstrap, Git, GitHub, Postman, VS Code**

## Professional Experience

- **The Food Island**, Digital Marketing Assistant May 2023 – Aug 2024
  - Managed social media accounts (Facebook, Instagram, LinkedIn), increasing
  - Assisted in running Google Ads Meta Ads campaigns, reducing cost-per-click (CPC)
  - Developed email marketing campaigns using Mailchimp
  - Analyzed website performance via Google Analytics and provided actionable insights
- **Apexwebsoft**, Software Developer June 2024 – March 2025
  - Developed and optimized company website, improving page load speed
  - Created SEO-friendly web structures with clean HTML/CSS, boosting organic visibility.
  - Collaborated with the marketing team to implement tracking pixels (Google Analytics, Meta) for campaign analysis.
  - Built landing pages for digital campaigns
  - Automated marketing email templates using JavaScript, enhancing click-through rates.

## Projects

### Wordpress Websites

- The Food Island [🔗](#)
- saasandyou.com [🔗](#)
- shudhham.com [🔗](#)

- [Interio-Cart.com](#) 

## Education

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| <b>10th</b> , Bihar Board  | 2014    |
| <b>12th</b> , Bihar Board  | 2016    |
| <b>BTech (CSE)</b> , CSE, G.R.D Institute of Technology and Management, Dehradun | 2016-20 |