

# KASHIKA GARG

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## Profile Summary

Result oriented digital marketer, seeking a full-time position in your organization where I can apply my knowledge and skills for professional growth. Ability to use blogs & social media platform and create highly targeted web content that drives inbound traffic. Independent thinker with excellent judgment and creative insights.

## Core Competencies

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO), Wordpress, Google Ad words, Google Analytics, Email Marketing, Keyword optimization, Traffic Optimization, Affiliate Marketing, Paid Ads

## Work Experience

- Ran my own tuition classes for students of grade 1st standard to 8th standard from 2015 to 2020.
- Taught underprivileged children and helped them to grow academically as well as personally.
- Associated with Cuemath as a teacher for the last 18 months.
  - Conducted Cuemath classes offline/online from home and taught math to 1<sup>st</sup> to 8<sup>th</sup>- grade kids.
  - Executed lessons that reflect the curriculum and the state's core educational standards
  - Evaluated the academic and social growth of students

## Projects

### E-Commerce Website

- Created an E-commerce website for a fashion retailer based out of Ghaziabad.
  - Domain Name: <http://www.vijaycollections.in/>

### Hospital Website

- Created a website for a leading hospital based out of Ghaziabad.
  - Domain Name: <https://www.heeralalhospital.com/>

## Certifications

- On-Page and Technical SEO Test & SEO Fundamentals Exam by SEMrush
- Create Facebook Ads by & How to Buy Instagram Ads Facebook blueprint
- Google My Business by Google

## Technical Skills

### Search Engine Optimization (SEO)

- Keyword Research Using Google Keyword Planner Tool
- On-Page Optimization & Off-Page Optimization
- Google Analytics Setup, analyze, monitor and reporting
- Google Webmaster (Search Console)

### Search Engine Marketing (SEM)

- Google Ad Words Account Setup
  - Search Network (Campaign, Ad Group and Ad creation, Negative Keywords, all ads Extension, Conversion Setup)
  - Display Network (Account Set up, Campaign, Ad Group and Ad creation, Conversion Setup)

### Social Media Optimization (SMO)

- Facebook (Profile creation, Page creation, Group creation, organic and paid Activities), LinkedIn, Instagram

### Email Marketing

- Tools setup, Create Template, Edit Page and include their content

### Online Reputation Management (ORM)

- Create reviews, Manage feedback, Improve negative feedback

## Soft Skills

Communication Skills, Problem Solving, Decision Making, Time Management, Team Work

## Academic Achievements

Digital Marketing Course, Webtek, Noida	2020
M. Tech (VLSI), SRM University, Ghaziabad	2015
B. Tech (Electronics & Communications), Krishna Institute of Engineering Technology,	2013