

Dear Hiring Manager

I appreciate the chance to apply for your company's Digital Marketing Specialist position. After viewing your job description, it is clear that you're searching for someone who is well familiar responsibilities associated with the role and is capable of performing them with confidence.

I believe that I meet a majority of the required qualifications and skills and perform above expectations in light of these requirements.

I have enclosed with this letter my resume which I hope is satisfactory and meets all your expectations. My resume contains a more in-depth detail about my education and previous work experience.

Thank you for your consideration and look forward to hearing from you soon.

Sincerely,

Mansi Gupta



Contact

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Email

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Address

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Strength

- Technical Skills
- Multitasking
- Problem Solving
- Marketing Skills
- Punctuality
- Work Ethic
- Flexibility
- Decision Making
- Teamwork

Language

English

Hindi

Mansi Gupta

Digital Marketing Analyst

As a Digital Marketing Analyst, I am responsible to plan and executes all web SEO/SME/SMO, Database Marketing, Email, Social Media and Advertising Campaigns. Designs, Build and maintain a social media presence. Measures and report the performance of all digital marketing campaigns and assesses against goals (ROI). Creative and performance-driven Digital Marketing Analyst with experience in developing and implementing accurate marketing metrics, creating new online promotional campaigns, and managing placement of ads. Also strong attention to detail, well-developed analytical skills, and ability to work in team environments.

Experience

VSeo Arena Digital Marketing Agency

6 months experience as a digital marketer in vseo arena company.

Professional Skills

Digital Marketing from Digiperform (Partner of Hindustan Times Media) Pitampura, Delhi 110034

Technical Skills

Search Engine Optimization (SEO)

- Website Research (Responsive check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirections).
- Keyword Research using The Google Keyword Tool.
- ON Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and Internal Linking, ALT Tag Optimization, XML Sitemap Creation, Robot.Txt Creation.
- Google Analytics Setup, Analysis Monitor and Reporting
- Google Webmaster Tool (Google Search Console) Setup Analysis, Monitor and Reporting XML Sitemap Integration.
- OFF Page Optimization (PR Submission, Article Submission, Blog Posting, Classified Submission, Guest Post, Bookmarking Submission, PDF Submission, PPT Submission.

Hobbies

Listening Music

■ Travelling

Blogging

Reading

Painting

Dancing

Search Media Marketing (SMM)

- Creative Hub
- Canva
- Facebook Pixel
- Facebook Ad Library
- Buffer Tool
- Facebook Pixel Helper (Chrome Extension)
- Facebook Business Manager
- Facebook Ads Manager

Search Engine Marketing (SEM)

Google Ads Account Setup

Search Network (Campaign, Ad Group, Ad Creation, Negative Keywords, All Ads Extension, Conversion Setup, ROI Calculate).

Display Network (Account Setup Campaign, Ad Group, Ad Creation, Negative Keywords, All Ads Extension, Conversion Setup, ROI Calculate).

Video Network (Account Setup Campaign, Ad Group, Ad Creation, Negative Keywords, All Ads Extension, Conversion Setup, ROI Calculate).

Search Media Optimization (SMO)

Facebook (Profile Creation, Page Creation, Group Creation, Organic) Twitter

Linkedin

Instagram

Education Qualification

- Bachelor of Arts - 2021 - University of Delhi
- Senior School (12th Pass) - 2017 - Victoria Girls Senior Secondary School, Delhi
- Masters In History - 2022 - Indira Gandhi University
- Bachelor Of Education - 2022 - chaudary ranbir singh university

Computer Skills

- MS Office (Word, Excel, Outlook, Powerpoint, Data Entry).
- Spreadsheets (Excel, Google Sheets).
- Graphics (Basic Photoshop, Canva).