

KISA KHAN

DIGITAL MARKETING EXECUTIVE

E-mail: kisazahra325@gmail.com

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CAREER OBJECTIVE

Innovative Digital Marketing Executive with 1.4+ years of experience managing online marketing campaigns use all marketing tools and techniques like PPC, SEO, SEM, email, social media, and display advertising.

QUALIFICATION

- Completed **3 years BCA in Computer Engineering** with 1st div in July 2022 from **JB KNOWLEDGE PARK (MDU), ROHTAK**.
- **HSC (12th)** from Trinity International College with 1st div, Dillibazar, Kathmandu in May 2018
- **Matriculation** from Paragon Public School with 1st div, Tilganga , Kathmandu in May 2016.
- **Digital Marketing** Course From Ducat.

EXPERIENCE

- Digital Marketing Executive at DigiiVistta Pvt Ltd. From 27th June 2023 to 14th April 2024
- Content Writer at The Web Cycle From 7th Nov 2022 to 7th June 2023.
- Digital Marketing internship at Trident Global Services.
- Internship in Fundraising with Women for India foundation.

JOB RESPONSIBILITIES

- Conducted Comprehensive keyword research and analysis for Kalinga University to enhance its online visibility and organic search rankings.
- Google Ads Optimization and Budget Management.
- Managed and optimized Google Ads Campaigns for Kalinga University to drive targeted traffic and increase student enrollment. Conducted thorough keyword research and ad copy optimization to improve campaign performance and maximize ROI.
- Conducted a comprehensive on-page SEO audit of First Edu India's website to identify areas for optimization and improvement. Implemented best practices for on-page SEO, including optimizing meta tags, header tags, and image alt attributes to improve search engine visibility and rankings.

SKILLS

- MS Office - Excel, Word, PowerPoint.
- Social Media Marketing & Management

- Content Writing , Content Creation and Management
- Google Analytics and Reporting
- Google Ads Budget Management
- Email Marketing , Campaign Management
- SEO , SEM & Keyword Research

STRENGTH

- Strong Interpersonal and Communication skills.
- Ability to work in a team with diverse backgrounds.
- Excellent presentation skills, good writing Skills
- Determination, dedication, and discipline.
- Willing to learn and adapt to new opportunities and challenges.

HOBBIES

- Food Blogs
- Music
- Travel
- Public Speaking
- Mentoring, tutoring, organizing events.

PERSONAL DETAILS

Name	:	KISA KHAN
Father' s Name	:	Mohammad Imdadul Haque Khan
Date of Birth	:	23/08/2000 Sex:- Female.
Marital Status	:	Unmarried Nationality: - Indian
Languages	:	English, Hindi, Urdu, Nepali
Permanent Address	:	Kucha Faulad Khan kalan mahal Daryaganj Delhi.
Contact no	:	+91 9971075688

Declaration

I do hereby inform you that all the above information is true to the best of my knowledge and belief.

Place: New Delhi

Kisa Khan