

HELLY SADHU

DIGITAL MARKETING & GRAPHIC DESIGNING

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CAREER OBJECTIVE

A creative and results-oriented professional seeking a dynamic role that merges digital marketing strategy with graphic design expertise. Passionate about building strong brand identities through data-driven marketing campaigns and visually compelling content. Eager to contribute innovative ideas, drive user engagement, and deliver measurable growth using a blend of design thinking, SEO, social media, and performance marketing tools.

KEY SKILLS & TECHNICAL EXPERTISE

- Search Engine Optimization (SEO)
 - Search Engine Marketing (Google Ads, Bing Ads)
 - Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter Ads)
 - Email Marketing (Mailchimp, Sendinblue)
 - Google Analytics & Google Search Console
 - Content Marketing & Copywriting
 - Performance Marketing (PPC Campaigns)
 - Conversion Rate Optimization (CRO)
 - Keyword Research Tools (SEMrush, Ahrefs, Ubersuggest)
 - Online Reputation Management (ORM)
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Canva (Advanced Level)
 - Figma
 - Video Editing (After Effects)
 - Typography and Color Theory
 - Branding & Logo Design
 - Creative Banner Ads and Social Media Creatives
 - Print Design (Brochures, Flyers, Posters)
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EDUCATION

- Certification in Digital Marketing and Graphic Designing - TOPS Technologies, [2025]
 - Bachelor's Degree in BBA - [Silver Oak University], [2024]
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WORK EXPERIENCE

Social Media Manager

Madworld India – Event Management Company

Duration: 2023 -2024

As a Social Media Manager at Madworld India, I was responsible for developing and executing creative content strategies tailored for the dynamic and fast-paced events industry. My role focused on boosting online visibility, audience engagement, and brand awareness across multiple platforms.

STRENGTHS

- Team player – I work well with others and help my team succeed.
- Good communicator – I can clearly share ideas and listen to others.
- Quick learner – I pick up new skills and information fast.
- Organized – I keep things in order and manage my time well.
- Problem-solver – I can find good solutions when problems come up.
- Positive attitude – I stay upbeat and motivated, even during tough times.