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| Lavanya  Innovater, Quick learner, Firefighter | [Lavilavanya100@gmail.com](mailto:Lavilavanya100@gmail.com)  Ph No: 9738812200  **Residential adress**: koramangala, Madiwala Bangalore. |
| EXPERIENCE: **Digishines**  Job title: Digital marketing specialist  From feb2021 -April 2022 Anantcars Auto private ltd Job title: consultant  B2C sales 2years  From july 2018- 2020Dec  **JOB DESCRIPTION**     1. Planning and executing all the aspects of digital campaigns. 2. Managing social media posts and content. 3. To create strategies to increase online traffic to the App and Website 4. Build, plan and implement the overall digital marketing strategy 5. Forecast sales performance trends.   EDUCATION:  |  |  |  |  | | --- | --- | --- | --- | | YEAR OF PASSING | EXAMINATION | INSTITUTION/  UNIVERSITY | PERCENTAGE/  GRADE POINTS | | 2016-2018 | MBA | PES engineering  College, Mandya | CGPA points  35.45/40 | | 2013-2016 | BCOM | Government college for women's, Mandya | 70% | | 2012 | PUC | Carmel pu college, Mandya | 83℅ | | SKILL:  1. keyword research 2. Email Marketing 3. Google ads 4. Social media strategies 5. Facebook & Linked in ads creation 6. Market trend analysis 7. E-commerce 8. Basic Ms Word, Ms-Excel 9. Negotiation & communication skills.  AWARD/RECOGNITION: **ACADEMICS:** MBA Gold medalist for the year 2018  **WORK PLACE:** Received Best performer in sales& marketing LANGUAGE: **KANNADA:** Read, write, speak  **ENGLISH :** Read, write,speak  **HINDI :** Read, write |