



Inderjeet Kaur Khokhar

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CORE COMPETENCIES

SEARCH ENGINE OPTIMISATION

Thorough understanding of On-page and Off-page SEO to rank web pages on search engine

SEO Audit and Analysis

Keyword Research and Optimisation

Sound Knowledge of tools like Screaming Frog , MOZ , Ahrefs

Google My business and local SEO

GOOGLE ADS AND EMAIL MARKETING

Good understanding of Google Ads to drive Highly targeted traffic for conversions

- Google Search Ad campaigns
- Bids Optimisation
- Retargeting campaign set up
- Display ads
- Video ads
- Shopping ads
- App ads

Have a fair understanding of Amazon AWS SES Email Solution for Marketing

SOCIAL MEDIA OPTIMISATION AND MARKETING

Plan ,Produce and Perform Highly converting Social Media campaigns on Facebook , Instagram , Linkedin etc .

Paid and Sponsored ads with great ROI displayed to the Right customer at the Right time on the Right platform

INTRODUCTION

Enthusiastic Digital Marketer with experience in Social Media marketing , copy writing and Lead Generation. Have successfully launched and achieved results from Social Media campaigns. Possess great understanding of paid advertisements , SEO , user engagement , content ideation, creation and designing .

Seeking to further career by growing as a Digital Marketing Manager.

INBOUND MARKETING

Strategizing and framing inbound oriented strategies for online platform.

Framing KPI to achieve objectives

GRAPHIC DESIGNING

Proficient in Adobe Illustrator for Graphic Designing

CERTIFICATIONS

- Google fundamentals of Digital Marketing
- Google Analytics for beginners
- Google search ads
- Google display ads
- Google shopping ads
- Google video ads
- Google ads measurement
- Hubspot inbound marketing
- SEMrush SEO fundamentals exam
- Coursera SEO fundamentals
- NPTEL introduction to modern application development
- TYU Certification of mental health Enthusiast

EXPERIENCE

March 2021 – May 2021

- ✚ Digital Marketing Manager – Bow and arrow Design company
 - Ecommerce Store optimisation and marketing for overseas client – Shopify
 - Email marketing (Eid campaign) - 3 to 4 sales per 1500 emails – Mailchimp
 - Google analytics and GTM setup
 - Ideation , content planning and execution for 6 clients from different domain

Sept 2020 – Jan 2021

- ✚ Digital Marketing Manager - The Financial Supermarket Surat

SKILLS

- Python Programming -Intermediate
- C++ Programming - Intermediate
- Graphic Designing - Intermediate
- Video Editing - Intermediate
- Content Writing - Intermediate
- MySQL - Beginner

Projects

BNI Surat - Social Media Management

- Generated Leads through laser focussed targeting on Facebook and Instagram
- Planning and framing activity Calender
- Launched Organic campaigns on facebook , Instagram , Linkedin and Youtube
- Copywriting for ads
- Designing and content writing for creatives
- Video Production and editing
- Facebook - <https://www.facebook.com/BNISurat>

The Amore – Banquet hall Surat – Website

- UX of the website
- Content management
- Google my business optimisation

TOUCH LABS – Pathology lab Surat

- Strategy building

The Financial Supermarket Surat

- Attractive Graphic designing for Investment Banking Dept.

Aug 2020 – Oct 2020

Working as a Digital Marketer in the NGO 'The Yellow Umbrella'



Responsibility:-

- Social media pages optimisation
- Content ideation and creation
- Engagement and analysis
- Hosting the event

Work

Ideation , content writing and engagement of the video on the suicide prevention day.

Received **2k+ views and 172 likes in 19 hrs** on instagram

- video link: [instagram.com/tyu_spd/](https://www.instagram.com/tyu_spd/)

HOBBIES

- Poem writing
- Sketching
- Dancing
- Researching and Reading
- Learning something new

March 2019

Marketing head of college annual fest 'INFUSION'

✚ Responsibility:

Offline:

- Promoting the fest across all colleges through nukkad concert and banners
- Sponsorship collection worth 100k and handling
- Brochure and content creation

Online:

Managing the social media pages

- [instagram.com/infusion_2k19/](https://www.instagram.com/infusion_2k19/)
- [facebook.com/infusion2k19](https://www.facebook.com/infusion2k19)

EDUCATION

June 2019-July 2019

ONGC Hazira Training

- ✚ Operation and Maintenance of various plant Electrical Equipments

2016-2020

B.E Electrical engineering

- ✚ Sarvajanik college of Engineering and Technology Surat
(Gujarat Technological University)

2013-2015

Secondary and Higher secondary from CBSE Board (PCM)

- ✚ Kendriya Vidyalaya No.1 Surat

EXTRA-CURRICULAR ACTIVITIES

- State level Debate competition
- Inter-zonal badminton player representing Surat
- Hosting college events
- Elocution competitions
- Art and craft

OTHER DETAILS

- **DOB :15/09/97**
- **Languages : English , Hindi , Punjabi**