

## KOMAL SAINI

CONTENT AND MARKETING

### CONTACT INFO

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### EDUCATION

2021-2023

MSc in Computer Science

MGS University

2020-2021

Diploma in Event Management,

IGNOU University

2017-2020

BSc in Maths

MGS University

### LANGUAGES

English

Hindi

### HOBBY

Canva

Presentation Desgining

### SUMMARY

Editor/Writer possesses 1 years experience in educational content writing/editing, content project management, content quality checking, B2B/B2C content writing, content team leading, freelancers, and blogging looking for the job of Content Manager in any reputed E-Commerce / Publishing in researching and documenting sources Excellent communication and interpersonal skills. Knowledge of various blog platforms like Blogger and WordPress

### PROFESSIONAL SKILLS

Writing Marketing Blogs and Articles Creative Content

Content Marketing Soft Skills SEO Research Copy Writing

Keeping Deadlines Website Analysis Communication

### EXPERIENCE

Hyggelit Private Limited, Content and Marketing, 2021-2022

- Developed and executed marketing strategies to increase brand awareness and drive sales.
- Created and managed content for various marketing channels, including social media, email marketing, and website.
- Conducted market research and analysed data to identify trends and optimise marketing campaigns.

Aashman foundation, HR Executive, 2021-2022

- Assisted in the recruitment process, including sourcing candidates and conducting interviews.
- Managed employee records and handled various administrative tasks, including employee onboarding and offboarding.
- Coordinated employee training programs and facilitated team-building activities.

### STRENGTHS

- Multitasking Skillsspan>
- Committed to Lifelong Learning
- Calm in fast Paced Environment
- Strong communication and interpersonal skills
- Proficient in Microsoft Office and Adobe Creative Suite
- Knowledgeable in various social media platforms

### CERTIFICATES

- Internship certificate
- Letter of Recommendation
- Google Digital Marketing