

Siddhi Matal

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SUMMARY

Digital Marketing Associate with 2+ years of experience in SEO, content creation, and social media strategy. Skilled in campaign execution, performance analysis, and client-focused digital solutions.

EXPERIENCE

Digital Marketing Executive

CraftnKreation

November 2023 - September 2025, Mira Road

- Created and managed content across social media platforms, ensuring brand consistency and audience engagement.
- Analysed performance metrics to refine strategies and increase reach and interaction.
- Collaborated with clients to deliver tailored social media solutions aligned with their business goals.
- Executed integrated campaigns in coordination with internal teams to meet client objectives.
- Optimized content based on platform trends and audience behaviour to maximize visibility and impact.
- Delivered measurable results through strategic planning and consistent content performance tracking.

Digital Marketing Intern

The One Furniture Pvt. Ltd.

September 2022 - November 2023, Vasai Road

- Developed and curated engaging content for social media platforms and website pages to enhance brand presence and user engagement.
- Wrote and regularly updated product descriptions and key website details to improve clarity and user experience.
- Collaborated with cross-functional teams to ensure content consistency with brand voice and marketing goals.
- Maintained content quality and relevance through regular audits and updates.

Digital Marketing Intern

Sadhguru Facility Services Pvt. Ltd

January 2022 - August 2022, Borivali

- Developed and executed marketing strategies aligned with company objectives to boost brand visibility and engagement.
- Managed off-page SEO activities including blog creation, business listings, and classified submissions to improve search rankings.
- Created and scheduled social media content to drive traffic and enhance audience interaction across platforms.

EDUCATION

Bachelor of Mass Media (Advertising)

University of Mumbai • Mumbai, Maharashtra • 2021

SKILLS

- Social Media Management: Meta (Facebook & Instagram) Business Suite
- SEO (On-page & Off-page Optimization): Ahrefs, Semrush
- Performance Analysis & Strategy Optimization: WordPress, Excel / Google Sheets
- Campaign Planning & Execution
- Business Profile Listings & Classified Submissions
- Client Collaboration & Communication
- Content Creation & Curation
- Blog Writing & Website Content Management