



Monika Chauhan

Social Media Marketer & Strategist

Contact Me

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📍 Vadodara, Gujarat

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Language

➤ Hindi

➤ English

Skills

Social Media Marketing & Management

Social Media advertising

Content Management

Content Creation

Bringing forth experience developing and managing trend-aware social media accounts on various platforms. Experienced and driven Social Media Marketing Specialist with over five years of experience creating compelling content strategies across multiple media platforms. I have worked to improve the social presence of a small-size business.

Work Experience

Social Media Marketing Freelancer Freelancing

09/2020 - Present

- Managed all social media pages and create innovative posts to achieve reader satisfaction.
- Worked to ensure social media tactics aligned with the company's overall marketing strategy.
- Content Strategy building
- Content scheduling
- Content Creation (From creating to posting)
- Paid Ad Management (Ad Campaign set up + Ad Management + Ad Analysis)
- Facebook & Instagram Advertising

Digital Marketing Executive, Career Abroad

03/2019 - 09/2020

- Website content & Backend Management
- Managed all social media pages and create innovative posts to achieve reader satisfaction.
- Email Marketing
- Paid ads Campaign setup & Management
- Worked to ensure social media tactics aligned with the company's overall marketing strategy.

Skills

Content Strategy

HubSpot Management

Facebook Marketing & ads

Instagram Marketing

LinkedIn Marketing

Instagram Marketing

Paid Marketing

Campaign Management

Google Ads

Google Analytics

Microsoft Office

Adobe Illustrator

Adobe Photoshop

WordPress website design & development

Work Experience

- Content Strategy building
- Content scheduling
- Content Creation (From creating to posting).

E-commerce trainee cum Digital Marketing Associate, Career Abroad

11/2018 - 03/2019

- Woo-commerce website management
- Website product management
- Email communication
- Online chat-bot communication

Digital Marketing Trainee/Intern Beverage Trade Network

03/2018 - 11/2018

- Data mining & management
- SEO on-page work
- Email communication
- Lead research
- Engaging with content

Education

Diploma in Digital Marketing Simplilearn

Online Course | 2017-2018

Bachelor Degree with Marketing Specialisation,

Maharaja Sayajirao University

Vadodara | 2012 May - 2015 May

High School,

Kendriya Vidhyalaya

Jhabua | 2011 March - 2012 March