**Bhavana Suthar**

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**Address:** Anand Nagar, G.B road, Thane- 400615

**Profile**

Dedicated Digital Marketing Fresher with excellent communication and interpersonal skills.

Skilled at conducting keyword research and search engine analysis. Looking forward to a position where I can utilize my knowledge by growing client accounts and increasing brands’ online presence.

**Work Experience**



**Intern | 30th Feb Branding Agency | Sept-2022 to Nov-2022**

**1. Search Engine Optimization (SEO)**

* Search engine keyword research in accordance with SEO strategic content plans to optimize pages
* Well-versed with various ways of link-building for Off-page SEO to optimize the landing.
* Optimization of Meta tags, meta titles, and meta descriptions.
* Use of google trends for efficient search of keywords.
* Made weekly progress reports and presentations to show the organic progress of the keywords.

**2. Facebook ads/ PPC**

* Conducted keyword research and interest for ongoing campaigns, to improve campaign reach and performance.
* Worked on strategies for creating the funnels for the FB ad campaigns.
* Worked with the seniors, helping them find the interest and demographics of the audience and set up the ad campaign, ad sets and ads.
* Wrote Ad copies and content for Graphics for the different FB Ad campaigns and coordinated with the seniors for the same.
* Briefed and coordinated with the creative team for graphics and videos for different campaigns.

**3. Social Media Marketing**

* Wrote captions for different posts.
* Scheduled posts on buffer for clients for different occasions and monthly posts.

**4. Client Servicing**

* Wrote the MOM’s of the client meeting for the project.
* Coordinated with the SEO team for keyword research for the client.
* Wrote emails and communicated the briefing as per the requirements.

**5. Trained in MS Office (Excel, PPT, Word, etc.)**

**Trainee | HOTEL BYKE SURAJ PLAZA | Dec-2018 to Jan-2019**

* Front Office & Food and beverages services

**Soft skills**

* Excellent communicator
* Poised under pressure
* Time management
* Goal oriented
* Multi-tasking

**Education**

**Henry Harvin** PG in Digital Marketing Pursuing --

**Mumbai University**  Arun Muchhala College of Hotel Management CGPA - 9.10 2020

**HSC** S.K. Somaiya College78 %2017

**SSC** Carmel High School 84 % 2015

**Achievements**

* Academic topper for 3 consecutive years & secured 1st position in a cocktail competition.

**Projects Undertaken**

* Managed the catering service of the college fest. (Dawat- e- Hindustan)
* Planned, and executed the college freshers’ party as Food and beverages manager.

**Languages known**

* English and Hindi