



SURABHI CHOURASIA

MBA | MARKETING (BATCH 2022-23)

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OBJECTIVE

Entrepreneurially minded problem solver and recent marketing graduate passionate about challenges identified in analytics. Personal and Internship experience has bolstered my ability to optimize and enhance conversion- driving content.

TECHNICAL SKILLS

- Content Marketing
- Sale and marketing
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Pay Per Click (PPC)
- MS Excel, MS word
- ZOHO CRM
- Communication

ACCOMPLISHMENTS

- Attended A Workshop at National Stock Exchange (Bombay). On The topic "Stock Exchange" (2022).
- Attended A Workshop on the topic "Research and Methodology". (2022)

CERTIFICATIONS

- Digital Marketing
- MS- Excel

CERTIFICATION

Seed plantation drive at Bopdev Ghat by KJEI (2022)

COMMITTEE

Member of Research Club (2022).
Member of Cultural Committee.

EXPERIENCE

➤ DIGITAL MARKETING SPECIALIST

PAPERFOLD SEQUENTIAL PVT LTD (SEP'23 - Present)

- Developed and executed holistic digital marketing strategies, content, social media, SEO, PPC, and data analysis through Google Analytics.
- Achieved increased website traffic, engagement, and SEO rankings, while managing successful PPC campaigns.
- Drove substantial social media growth and engagement.
- Utilized Google Analytics for data-driven campaign optimization, leading to higher conversions and efficient spending.
- Built strong client relationships through effective meetings and translated their needs into successful marketing strategies.
- Handling social media platforms.

➤ DIGITAL MARKETING INTERN

NEXTBRIDGE IT SOLUTIONS PVT LTD (DEC'22-MAY'23)

- Developed and executed social media campaigns that increased Website Traffic.
- Created content for IT services posts to attract customer's preference
- Handling social media platforms.
- Creating impactful social media posters using tools like Canva.

➤ And TECHNICAL OPERATIONS COORDINATOR INTERN

- Scheduled And Managed Team Meetings for Project Management.
- Conducted And Scheduled Knowledge Transfer Session for all Associates,
- Tracking the meeting and prepared MoM of associates.
- Assisting In Various Operational Activities of technical associate and.

➤ MARKETING MANAGER INTERN

AIRCROWS AVIATION PVT LTD (SEP'22 - OCT'22)

- Making articles, blogs, ppts more interesting and fun for readers include current aviation affairs to raise the web traffic hike.
- Handling social media platforms- Instagram, Facebook, LinkedIn.
- Assisting in various marketing activities.
- Contributing ideas to marketing campaign

EDUCATION

SAVITRIBAI PHULE UNIVERSITY (2021- 2023)

MBA- Marketing, (Marketing-Minor)

BARKATUALLAH UNIVERSITY (2018- 2021)

B. Com (Hons)