




MANI


CHAUHAN

DIGITAL MARKETING

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PROFILE

Marketing professional with 2+ years of experience in data-driven campaigns, social media management, and SEO. Proven track record in business control and marketing intern roles. Seeking to leverage skills and experience to drive business growth.

WORK EXPERIENCE

- 2024 - PRESENT

SAN Softwares

SEO Executive

 - Conducted on-page optimization, including keyword research, meta tag creation, and internal linking to improve content ranking.
 - Executed off-page SEO tactics such as backlink building, guest posting, and local SEO submissions to strengthen domain authority.
 - Performed technical SEO audits using tools like Google Search Console to identify and fix crawl errors, broken links, and mobile responsiveness issues.
 - Monitored and analyzed SEO performance metrics using Google Analytics and made data-driven recommendations for continuous improvement.
- 2023 - 2023

Max-View Now

Marketing and Sales Intern

 - Managed social media accounts, increasing follower engagement by 30% in 45 days through strategic content creation.

EDUCATION

- 2022 - 2024

AKGIM, AKTU

 - MBA (Marketing & Operations)
- 2019 - 2022

MGSU, BIKANER

 - B.Com

SKILLS

- SEO (On Page & Off Page)
- Keyword Research (Ubersuggest)
- Social Media Management
- Content Marketing (Blog & Website Content Creation)
- Analytics & Tools (Google Analytics, Google Search Console)
- AI & Trend Tools

STRENGTHS

- Growth Mindset
- Result Oriented
- Time Management & Teamwork

- Collaborated with the sales team to boost conversions by 15% and helped generate 50+ leads via a successful promotional event; completed internship at Max-View Now in Marketing & Sales with Grade A+.
- Conducted market research to identify emerging trends and support strategic marketing decisions.

■ 2019 - 2022

Brim Badminton Academy

Business Growth and Controller

- Led marketing, event promotions, and community engagement initiatives to boost academy enrollment and brand visibility.
 - Oversaw daily operations, financial planning, and budgeting to ensure efficient management and long-term sustainability.
 - Coordinated with coaches, staff, and vendors to maintain high service standards and successfully executed training programs and tournaments.
 - Implemented strategic growth initiatives, contributing to long-term success and sustainability of the academy.
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