

MITTALI MODIYANI



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Nashik, India

SUMMARY

Diligent digital marketing executive with exceptional communication skills and a deep passion for leveraging technology. Thrives on challenges to enhance expertise and drive innovation. Aims to learn, create, and innovate using technical proficiency. Adaptable and quick to learn, with robust practical abilities, poised for impactful contributions in digital marketing.

TECHNICAL SKILLS

Mobile Marketing, Data Analysis, Social Media Management, Search Engine Optimization (SEO)

CERTIFICATION

- Tally
- MS CIT

POWER SKILLS

- Comfortable working in team of unknown individuals
- Makes decisions after understanding facts and figures
- Empathetic and helpful in nature
- Works independently in structured manner
- Good communication and handwriting

EXTRA CURRICULAR ACTIVITIES

- Ropemalkham| 2016, 2018
- Dance| Jan' 18
- Did an activity to collect money to donate to CHILD LINE to help children who are in need.

EXPERIENCE

Marketing Executive in BYJU'S	11/2021 - 06/2022
<ul style="list-style-type: none">• Learned communication skills• Learned how to tackle problems on field level• Learned Customer Behavior and Psychology• Learned Continuous Improvement	
Digital Marketing in Search Combat	04/2023 – 04/2024
<ul style="list-style-type: none">• Learned SEO• Marketing Strategy• Professional Development• Social Media Management	
Outreach Specialist (Intern) in SaaSMonks	11/2024-05/2025
<ul style="list-style-type: none">• Seo Strategies• Link Building• Tracking and Reporting Link Building Success• Negotiating and Securing High-Quality Backlinks	

PROJECTS

- Advertising and Promotion Management
Advertising Principles, Consumer Behavior, Creative Strategy, Media Planning and Buying, Advertising Campaign Management, Creative Production, Advertising Regulations and Ethics, Emerging Trends and Technologies.
- To study buying motives of customers while buying from Archies Gallery.
- To determine the current behavior levels of the customers with regards to Local Grocery shop.
- Business plan for selling in Domestic Market.

EDUCATION

BBA B.Y.K College of Commerce CGPA 9.02	08/2020 - 07/2023
HSC Silver Oak College of Commerce and Science Percentage – 74%	2018 – 2020
SSC St. Philomena Convent High School Percentage - 69.6%	2018