

MANSI SALAL



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Experienced Content and Outreach Associate with a track record of creating compelling content and expanding brand reach. Skilled in developing and executing content marketing strategies, optimizing for SEO, and fostering partnerships with influencers and media outlets. Collaborative team player dedicated to delivering high-quality content to engage audiences and enhance brand visibility.

CERTIFICATIONS

- Fundamentals of Digital Marketing
- Google Tools
- Advance Excel

SKILLS

- Microsoft Excel
- Microsoft Office
- Canva
- Detail oriented
- Communication
- Outreach through various platforms
- Google Tools(Sheets, Docs, Drive etc)
- Recruiting

EDUCATION

BA (H) ENGLISH

University of Delhi | 2020-23

SENIOR SECONDARY

Army Public School, Dhaula Kuan | 2019- 2020

EXPERIENCE

CONTENT AND OUTREACH ASSOCIATE

Phonethics - Digital Agency | June 2023

- Implemented content marketing strategies to boost client's brand visibility and engagement.
- Created engaging content across various platforms, including blog posts, social media, newsletters, and website copy.
- Assisted in the creation and execution of email marketing campaigns to engage and nurture leads.
- Supported social media management, including content scheduling, community engagement, and performance analysis.
- Reached out National and International Personalities for collaboration

CONTENT AND MARKETING INTERN

Phonethics- CAMI Vertical | Jan 2023- April 2023

- Coordinated mailings, marketing materials and website Content
- Delivered Interactive and informative Blogs
- Scheduled interviews and meetings
- Worked on end to end communication between audience and the platform.

CLIENT MANAGER

KoraWrites | Jan- Feb 2023

- Carefully planned Projects depending upon Client's needs and desires.
- Increased Client base through various approaches
- Aimed to meet client needs within Client's needs

SOCIAL MEDIA MANAGER

NSS Aryabhata | 2021- 2023

- Designed Social Media Post
- Created Reports and other Circulated Messages
- Managed Content Calendar with the team

FREELANCER

Upwork | 2020- 2022

- Designed Social Media Posts
 - Content Writing: Blog posts, articles, website copy, landing pages, social media content, etc
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WORK SAMPLE

SOCIAL MEDIA - https://www.instagram.com/reel/C0ltQ-LL_6I/?igsh=ZWl2YzEzYmMxYg==
<https://www.instagram.com/reel/CzatQjhsfmc/?igsh=ZWl2YzEzYmMxYg==>
<https://www.instagram.com/p/CxXUbPqr9k3/?igsh=ZWl2YzEzYmMxYg==>

BLOGS - <https://www.24northstar.com/blog>
<https://www.finflexity.com/Childrensartmuseum.org/blog>

MEDIA ARTICLES [The Hindu](#)
[Healthsite](#)

WEBSITE DESIGN <https://mansisalal.wixsite.com/mavenmodishmanifesto>