



Aayushi Jakhar

A persistent and solution-oriented individual looking for a full-time position in marketing and communication, where I can utilize and expand on my knowledge and experience. Well versed with market research, digital marketing, content writing and management strategies.



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HUDA, Sirsa, Haryana - 125055

Work Experience

Dec 2021 - Present

Marketing & Promotions Freelancer

- *WordPress website development & management.*
- *Social media content designing.*
- *Maintaining Social media accounts.*
- *Designing Online and Offline Advertisement content.*
- *Proofreading and optimizing articles and blogs based on SEO.*

Feb 2021 - Present

Web Content Writing Freelancer

- *Write articles for the company's website regarding their different products*

Oct 2020 - Present

Marketing Freelancer

- *Market Research & competitor analysis*
- *Website development and management*
- *Social media marketing*
- *Digital marketing and promotion*

Intelivisto | July 2020 - Oct 2020

Marketing Intern

- *Done Data mining for schools.*
- *Worked on tele-calling and follow up to the database.*
- *Coordinated among clients and management.*

Educational History

International School of Management and Research
| 2019 - 2021

MBA - Marketing and HR

- Had formal interaction with
 - Dr. Kailash Katkar, CEO and Founder, Quick Heal
 - Mr Shekhar Ranganathan, Regional Finance Controller – Asia Pacific region, BNY Mellon
- Awarded as the Best Business Model in Business Model Creation Competition
- Done a live project on Triumph Motorcycles Showroom layout
- Worked as a member of Cultural Team

Ryan College for Higher Education | 2016-2019

MCom - Accounts & Business Statistics

Rajasthan College for Higher Education | 2013-2016

BCom

- 1st Rank in each Academic year at the college level
- 1st Rank in Best out of Waste Competitions (2014, 2015)
- 1st Rank in Card Making Competitions (2014, 2015)
- 1st Rank in Salad Making Competition (2016)

Work Experience

Xpert | June 2020 - July 2020

SEO Intern

- *I got one of my articles ranked 7th on the first page of Google search results*
- *Worked over On-page and Off-page SEO.*
- *Worked on Keywords.*
- *Written Content for the magazine.*

Confederation of Empowerment Initiatives | May 2020 - June 2020

Project Empowerment Intern

- *Ran a fundraising and Social Media Marketing campaign.*
- *Raised funds of INR 28,411 in 4 weeks.*
- *Achieved 'Certificate of Excellence'.*
- *Attained 'Letter of Recommendation' from CEO.*

Optimal Softech Pvt. Ltd. | April 2020- July 2020

Social Media Intern

- *Wrote articles and blogs for the company's new website.*
- *Shot informative videos explaining different topics.*

Bajaj Finserv | Jan 2020- Feb 2020

Sales and Marketing Executive

- *Worked in various retail stores towards the promotion of Bajaj Finserv credit card.*

Certifications

- *Graphic Design specialization from California Institute of Arts (CalArts)*
- *The Fundamentals of Digital Marketing by Google*
- *Advanced Google Analytics by Google Analytics Academy*
- *Google Analytics for beginners by Google Analytics Academy*
- *Web Analytics by Accenture*
- *Digital Marketing by Accenture*
- *Search Engine Optimization by Amity Future Academy*
- *Social Media Marketing by Amity Future Academy*
- *Content Marketing by Amity Future Academy*
- *Email marketing by Amity Future Academy*
- *Modern Niche Marketing by Udemy*
- *Inbound Marketing by Hubspot Academy*

Skills Summary

- Web Content Writing
- Interpersonal Communication skills
- Search Engine Optimization
- Social Media Management
- Graphic Designing
- Search Engine Marketing
- Google Analytics
- Email Marketing
- Content Marketing
- Digital Advertising
- Digital Marketing
- Proofreading
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- HTML and CSS (Basics)
- C++ Programming

Extra-Curriculum

- *Participated in Asia Virtual Experience Program at Microsoft (2020-21)*
- *Quarter finalist being a Team lead in National Management Olympiad (2019-20)*
- *Social work for specially-abled children (Umed Parivar) (2019)*