

ANISHA CHHIKARA

DIGITAL MARKETER

E : anishachhikara2122@gmail.com

P : +919873702761

WORK EXPERIENCE

○ Aug 2023 - Present, Remote

Digital Marketer

8kSec (US)

- Implement comprehensive strategies to enhance the representation of the company's website, increasing user engagement and reinforcing the brand's digital presence.
- Optimize online brand presence by fine-tuning components like SEO, meta description, schema, and meta titles to amplify visibility.
- Manage various social media accounts to ensure customer engagement and boost the visibility of the company across digital platforms.
- Executed thorough keyword research and strategically incorporated them into individual webpages for optimal search engine performance and visibility.
- Managed and optimised ad campaigns across various platforms to drive engagement and conversions.
- Prepared content and graphics for all social media posts.

○ Jun 2023 - Aug 2023, Remote

Digital Marketing Intern

The Complete Studio

- Assisting with keyword research, SEO copywriting, and technical optimisation of website content
- Helping build and send email marketing campaigns, newsletters, and other communications
- Creating social media content and managing posts/engagement on platforms like Facebook, Instagram, Twitter, LinkedIn
- Supporting PPC campaign management, including daily monitoring and reporting on performance
- Conducting market research and compiling reports/presentations on target audience insights
- Assisting with webinars, webcasts and other digital events

○ Mar 2023 - May 2023, Remote

Social Media Marketing Intern

India's Opinion

- Creating and monitoring engaging social media content including graphics, posts, videos, GIFs, carousels, etc. for platforms like Facebook, Instagram, Twitter, LinkedIn
- Developing social media campaigns and calendars to support marketing initiatives and promote content
- Analysing social media performance data and preparing reports on metrics like engagement, reach, followers growth, etc.
- Collaborating with marketing team to optimize social media presence and align with broader strategies

SKILLS

Personal

- Management Skills
- Time Management
- Negotiation
- Critical Thinking
- Communication Skills
- Leadership

Languages

English	◆	◆	◆	◆	◆
Hindi	◆	◆	◆	◆	◆
French	◆	◆	◆	◆	◆

Professional

- Microsoft Office - MS Word, MS Excel, MS PowerPoint, MS
- Digital Marketing - Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Email Marketing
- SEO Tools - SEMrush, Moz, Ahrefs
- Ads - GoogleAds, Meta Ads, Twitter Ads
- Design Tools - Canva, Adobe Photoshop, Procreate, Figma
- Creative and Copywriting
- Content Management System - Wordpress
- Analytics - Google Analytics, Google Search Console

CERTIFICATIONS

- Digital Marketing and E-Commerce Specialisation - Google
- Foundation of Digital Marketing and E-Commerce - Google
- Thinking Outside the Inbox : Email Marketing - Google
- Attract and Engage Customers with Digital Marketing - Google
- Assess for Success : Marketing Analytics and Measurement - Google
- From Likes to Leads : Interact with Customers Online - Google
- Make the Sale : Build, Launch, and Manage E-Commerce Stores - Google
- Satisfaction Guaranteed : Develop Customer Loyalty Online - Google
- Google Ads for Beginners - Coursera Project Network

EDUCATION

- B.Sc. Mathematics (honours)
2015 - 2018, University of Delhi
- Bachelor of Education
2019 - 2021, MDU
- Masters of Arts Sociology
2021 - 2023, IGNOU