

LIKHITHA MANDHA

DIGITAL MARKETING

Have been working in the digital marketing industry for couple of years. My principle in working is exposure because the core of digital marketing is all about how to increase the exposure of the promoted product.



CONTACT

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EDUCATION

- ▶ G.Narayanamma Institute of Technology and Sciences
2018-2022 || 75%
- ▶ Sri Chaitanya Junior Kalashala
[2016-2018 || 97%
- ▶ Carmel Convent High School || 2016 || 97%

SKILLS

- ▶ Digital marketing strategy
- ▶ Web programming
- ▶ Copywriting
- ▶ SEO

LANGUAGE

- ▶ English - Advanced
- ▶ Hindi - Professional
- ▶ Telugu : Experienced

EXPERIENCE

Digital Marketing Specialist || La Muse

- ▶ Experience in e-commerce operations and marketing. Skilled in website maintenance, Shopify platform usage, product launch support, and assisting with social media marketing campaigns.

Digital Marketing Executive || Nivriti Farms

- ▶ Increased organic website traffic by 47% through SEO strategies like blog writing, meta handling, and keyword research. My data-driven approach optimized website content and user experience, leading to significant growth.
- ▶ Optimized FB ads & maintained website, contributing to increased brand awareness, lead generation, and exceeded performance goals.

Digital Marketing Intern || Equinox Labs

- ▶ Content Creator at Equinox Labs: Crafting Engaging Stories, Building Brand Awareness

