

## EDUCATION

### **Master of Technology (M.Tech), Signal Processing Communication & Networks**

Cummins College Of Engineering For Women,Pune

2014 - 2016

CGPA: 7.80/10

### **Bachelor of Engineering (B.E), Electronics and Communication**

Marathwada Institute Of Technology,Aurangabad

2009 - 2014

CGPA: 6.50/10

### **Senior Secondary (XII)**

Sri Shivaji Jr College

(MAHARASHTRA STATE BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION board)

Year of completion: 2009

Percentage: 64.00%

### **Secondary (X)**

Sri Sarang Swami Vidhyalaya

(MAHARASHTRA STATE BOARD OF SECONDARY AND HIGHER SECONDARY EDUCATION board)

Year of completion: 2007

Percentage: 78.00%

## WORK EXPERIENCE

### **English Tutor**

Nlightn Education Platform, Virtual

Job • Jun 2022 - Aug 2023 (1 year 3 months)

-Teaching basic English to elders skilling to those in College, High School and early stages of career.

- Handled around 10 learners.

- Work for 2 hrs per week.

### **Curriculum Developer/ Coordinator**

Nlightn, Virtual

Job • Mar 2022 - Oct 2022 (7 months)

-Key role is to develop Marathi language curriculum for learners who are elder and willing to learn new language.

- Built Marathi curriculum for basic learners and basic to advance learner.

- It includes both reading and writing.

### **Junior Product Marketing Associate**

Pidilite Fevicryl, Virtual

Job • Aug 2020 - Mar 2023 (2 years 7 months)

- My key role was to promote Fevicryl products and motivate to create art and craft articles using Fevicryl products.
- Conduct different seminars, activities and workshops through online and offline.

### **Content Creation**

YouTube, Virtual

Job • Mar 2018 - Aug 2022 (4 years 5 months)

- Key role is to teach art and craft at home mainly focused on bast out of waste, jewellery making, paper craft and home decor.
- Includes content creation, editing, marketing.
- Used Inshot/VN video editing tools, Canva.

### **Citizen Service Executive**

Tata Consultancy Services, Delhi

Job • Oct 2017 - Oct 2018 (1 year)

- Key work is public relationship, where I used to collect the original document with photocopies from the applicant required for fresh/renewal passport.
- Engage with the form and tally with original.
- Sale passport covers as a part of incentive.

## **POSITIONS OF RESPONSIBILITY**

1. Won 1st prize at Robotics in pick-n-place competition.
2. Worked as Event Manager for college event En-xplora.
3. 1st prize in survival trip of college which includes mental and physical abilities.
4. 1st prize in a fashion show and designing.

## **TRAININGS**

### **Social Media Marketing**

Internshala Trainings, Online

Dec 2023 - Jan 2024

### **Google Display**

Internshala Trainings, Online

Dec 2023 - Dec 2023

### **Google Search**

Internshala Trainings, Online

Nov 2023 - Nov 2023

### **SEO**

Internshala Trainings, Online

Oct 2023 - Oct 2023

### **Content & Email Marketing**

Internshala Trainings, Online

Oct 2023 - Oct 2023

### **Blogging And Google Analytics**

Internshala Trainings, Online

Sep 2023 - Sep 2023

### **Digital Marketing**

Internshala Trainings, Online

Apr 2023 - Jun 2023

Successfully completed a 8 weeks online certified training on Digital Marketing. The training consisted of Building Web Presence, Search Engine Optimisation, Digital Advertising with Google Ads, Google Ads Search Certification, Social Media Marketing, Email Marketing, Inbound Marketing, Revisiting Google Analytics, Newer Trends in Digital Marketing, and The Final Project modules. In the final assessment, I scored 80% marks.

## **PROJECTS**

### **Facebook Shopping Page**

Dec 2023 - Jan 2024

[https://trainings.internshala.com/uploads/social-media-marketing-dm-specialization/uploads/projects/v\\_3/3701632/65937bd38fc37.rar](https://trainings.internshala.com/uploads/social-media-marketing-dm-specialization/uploads/projects/v_3/3701632/65937bd38fc37.rar)

"Created a Facebook page for a business and showcased products so that users can select and buy from my page itself

### **Google Display Ad Campaign**

Nov 2023 - Dec 2023

[https://trainings.internshala.com/uploads/google-display-dm-specialization/uploads/projects/v\\_3/3701631/65798f4616261.rar](https://trainings.internshala.com/uploads/google-display-dm-specialization/uploads/projects/v_3/3701631/65798f4616261.rar)

Created a banner campaign showcasing products on an e-commerce site. I also selected audience based on the products to be marketed and bid appropriately

### **Google Search Ad Campaign**

Oct 2023 - Nov 2023

[https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v\\_3/3701630/6549e295c507d.rar](https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v_3/3701630/6549e295c507d.rar)

Created a Google Search campaign in Google Ads by selecting right keywords, writing impactful ads, and selecting appropriate bids for the keywords

### **Plan Content & Email Campaign**

Oct 2023 - Oct 2023

[https://trainings.internshala.com/uploads/content-and-email-marketing-dm-specialization/uploads/projects/v\\_3/3701628/6526d12da3dd3.rar](https://trainings.internshala.com/uploads/content-and-email-marketing-dm-specialization/uploads/projects/v_3/3701628/6526d12da3dd3.rar)

Created an email marketing campaign, sent it to my contacts and measured the impact of the campaign.

### **SEO Audit & Report**

Oct 2023 - Oct 2023

[https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v\\_3/3701629/6532b60bcc446.rar](https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v_3/3701629/6532b60bcc446.rar)

Conducted an SEO audit for a website and submitted a report on how the website can drive more organic traffic & move up in the ranks of Google Search Results

**Publish Blog & Submit GA Report**

Sep 2023 - Sep 2023

[https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v\\_3/3701627/6512b19ab0248.zip](https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v_3/3701627/6512b19ab0248.zip)

Created and published my own blog and linked it with Google Analytics. I also added 5+ posts and analysed the traffic in the Google Analytics account

SKILLS	<b>Digital Marketing</b> Advanced	<b>Search Engine Optimization (SEO)</b> Intermediate
	<b>Content Writing</b> Intermediate	<b>Blogging</b> Intermediate
	<b>Canva</b> Intermediate	<b>Google Analytics</b> Intermediate
	<b>Content Marketing</b> Intermediate	<b>Email Marketing</b> Intermediate
	<b>Search Engine Marketing (SEM)</b> Intermediate	<b>Digital Advertising</b> Intermediate
	<b>Display Advertising</b> Intermediate	<b>Social Media Marketing</b> Intermediate
	<b>English Proficiency (Spoken)</b> Beginner	<b>English Proficiency (Written)</b> Intermediate
	<b>Creative Writing</b> Intermediate	
WORK SAMPLES	<b>Blog link</b> <a href="https://creativeartkendra.blogspot.com/">https://creativeartkendra.blogspot.com/</a>	
ADDITIONAL DETAILS	Book Published: wrote a book for kids (age group- 1 to 5 years) named Let's Explore Description: Book depicts 3 friends who went to a farm and explore it. Link to visit book: <a href="https://www.amazon.in/dp/B0CF8R337V">https://www.amazon.in/dp/B0CF8R337V</a> Available on Kindle.	

Website designed: Women who wants learn art and craft skills or earn their own bread and butter. This website helps then to learn explore and be Entrepreneur.

Link to visit: <https://creativekalakendra.wordpress.com>