

Nikita Raj

Digital Marketing Analyst

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. Strong communication and collaboration skills. Committed to delivering top-quality designs that exceed client expectations.



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📍 Mirzapur, India

WORK EXPERIENCE

Digital Marketing Analyst MakeMyPath, Lucknow

09/2022 - 03/2023,

Achievements/Tasks

- I was responsible for marketing of MakeMyPath
- I designed various posters and banners for MakeMyPath
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Used Adobe Photoshop and Adobe Lightroom to crop, invert and control light and color properties of photos.
- Used Adobe After Effects for making video content for social media publications.
- Social Media Marketing · Search Engine Optimization · Google Adwords · Facebook Ads

Digital Marketing Intern MakeMyPath, Lucknow

06/2022 - 08/2022,

Achievements/Tasks

- Applied effective time management techniques to meet tight deadlines.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Performed market analysis and researched latest trends.

EDUCATION

PGDM : Marketing

IILM Academy of Higher Learning, Lucknow

08/2021 - 05/2023,

CGPA - 7.63

B.SC

Mahatma Gandhi Kashi Vidyapith K.B.P.GCollege, Mirzapur

05/2017 - 05/2019,

High School and Intermediate

Raja Sri Np Singh JCKIC, Mirzapur

05/2013 - 05/2016,

SKILLS

Adobe Photoshop

Adobe After Effects

Canva

Wondershare Filmora

Ms Office

Team Management

Time management

ACHIEVEMENTS

Received recognition for outstanding design work, including positive client feedback.

Successfully managed multiple projects simultaneously, ensuring timely delivery and client satisfaction.

Implemented efficient design processes, resulting in improved productivity and streamlined workflows.

Developed and maintained strong client relationships, resulting in repeat business and referrals.

Stayed up-to-date with industry trends and advancements, continuously enhancing design skills and knowledge.

CERTIFICATIONS

Certificate on Digital Marketing.

Google Ads Display Certification

Google Ads Search Certification

Certification in Human Resource Management

Certificate on National IP Awareness Mission

Certification Course in Work & Workforce Management.