

ANKITA RANI

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DIGITAL MARKETING SPECIALIST

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SUMMARY

Digital marketing professional with a proven track record in SEO strategy implementation and social media management. Demonstrated expertise in optimizing online presence, increasing organic traffic, and improving search engine rankings. ngs Proficient in leveraging various digital marketing tools and platforms to drive engagement and conversions. A strategic thinker with a creative approach to problem-solving and a strong focus on delivering measurable results. Excellent communication skills and a collaborative mindset to effectively coordinate with cross functional teams and drive successful marketing campaigns.

EDUCATION

Digital Vidya

Digital marketing

Jamshedpur Women's University

B.Com in accounts honours
1st div

SKILLS

- Search Engine Optimization.
- Keyword Optimization.
- Content Writing. Google Analytics.
- Google Search Console.
- Google AdWords.
- Adobe Photoshop.
- Social Media Marketing.
- Email Marketing.
- Social networking advertising
- Social Media Marketing (SMM)
- Keyword research
- Hubspot
- blogs
- copy writing
- Editing

CERTIFICATIONS

- Certified Digital Marketing Master Course
- Google Ads Search Certificate.
- Google Ads Video Certificate.
- Google Ads Display Certificate.
- Google Analytics for Beginners.
- Advanced Google Analytics.
- Inbound Marketing Certificate.
- Certified email marketing 3.0 (master course)
- Certified web analytics 1.0 (mastercourse)
- Mobile Experience Examination
- Hubspot social media
- Hubspot Email Marketing

PROFESSIONAL EXPERIENCE

Digital marketing (SEO)

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- Conducting keyword research and analysis for SEO optimization.
- Implementing on page and off page SEO strategies to improve website visibility.
- Monitoring website traffic, rankings, and performance using tools like Google Analytics.
- Creating and optimizing content for social media platforms to increase engagement and followers.
- Developing social media marketing strategies to promote brand awareness and drive traffic.
- Managing social media accounts, including content scheduling and community engagement.
- Analyzing social media metrics and adjusting strategies accordingly for better results.
- Collaborating with cross-functional teams to align marketing efforts and achieve business goals.
- Staying updated with industry trends and best practices in SEO and social media marketing.
- Providing regular reports and insights on SEO and social media performance to stakeholders.
- Designed Social media ad campaigning in Facebook, Instagram and pinterest.
- Create paid and organic content to publish on Instagram, Facebook, Twitter and YouTube.