

TULSI NEGI

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ACADEMIC CREDENTIALS

Btech (Computer Science and Engineering)	Dehradun Institute of Technology, Dehradun (Uttarakhand Technical University)	June 2010 - June 2013
Mtech (Computer Science and Engineering)	Uttarakhand Technical University	August 2013 - August 2015
Diploma (Information Technology)	UBTER (Uttarakhand Board of Technical Education Roorkee)	Jul 2007 – Jul 2010

SKILLS

1. Recruitment and Selection
2. Employee Relations
3. Organizational Development
4. Strong Communication Skills
5. Time Management
6. Conflict Resolution
7. Microsoft Office Suite

CERTIFICATIONS

Digital Marketing Certificate (SEO, SMO, Google Analytics, PPC)

EXPERIENCE

NGO- Waste Warriors

Worked as an educational assistant for an NGO named “Waste Warriors” at Dehradun during post graduation, as a volunteer. The NGO is founded by Ms. Jodie Underhill who aims to make people aware about environment cleanliness.

Internship

Worked as a digital marketing intern at “**Assessment Square**”, Gurugram - 17 Sept, 2018 - 10 Dec, 2018

1. Worked on developing creative content for several contests.
2. Creating social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.
3. Worked on, on page optimization as well as off page optimization.
4. Posting and publishing articles on website.
5. Regular contribution to creative ideas for digital marketing across all titles

Content Writer

Worked as a content writer at “**Roundigital**”, Gurugram – 14 Feb, 2019 -14 Aug, 2019

1. Collaborated with team to identify, create and resolve client’s content requirements.
2. Created and implemented well defined content strategies for maximum engagement.
3. Created website content, blogs, articles, keyword specific articles and social media content.
4. Provided detail reports on user engagement, including identified issues and recommended solutions.

Freelance Writer

Worked as a **Freelance content writer** for various projects (Oct 2019)

CLIENTS CATERED

DanubeHome (Oman)	Pathways	AIPL
Maximo	VeenaWorld	Indusind Bank
Business Repurpose	Airtory	Dr. Vikas Singla
Iffco Bazar	Sleepycat	Lotswholesale
Bloomsburg Properties (Pennsylvania)	MarutiSuzuki	Narayanseva
Fitterfly	Emarketplace	Maxlab
IDFC	Aditya Birla Group	

EXTRA CURRICULAR ACTIVITIES

A sports person throughout academic life-

1. Won several inter and intra school sports competitions.
2. Won sports championships 3 times in city interschool sports meet.

HOBBIES

1. Music: (Interest area: Indian semi classical, Folk)
2. A creative person with a strong hand in DIY

STRENGTHS

Respectfulness
Honesty
Trustworthiness

PERSONAL INFORMATION

DOB: 22 Apr 1990
Language: English, Hindi

Gender: Female
Nationality: Indian