

## EDUCATION

### **B.A. (Hons.), Political Science**

Delhi University

2020 - 2023

Percentage: 8.60%

### **Senior Secondary (XII), Science**

Satluj Public School

(CBSE board)

Year of completion: 2020

CGPA: 8.90/10

### **Secondary (X)**

Satluj Public School

(CBSE board)

Year of completion: 2017

CGPA: 10.00/10

## WORK EXPERIENCE

### **Digital Marketing**

YT Views, Virtual

Internship • Sep 2023 - Dec 2023 (3 months)

craft comprehensive digital strategies tailored to meet business objectives. planning, understanding target audiences, and identifying the most effective online channels. generate and curate engaging, SEO-optimized content.

### **Media & Public Relations (PR)**

StudiosTalk, Virtual

Internship • Mar 2023 - Sep 2023 (7 months)

Helping to organize and execute events, as press conferences  
Providing administrative assistance, scheduling meetings, maintaining databases, and handling correspondence.  
Observing and learning from PR professionals, gaining insights into the industry

### **Relationship Manager**

Ffreedom App, Virtual

Job • Dec 2022 - Mar 2023 (3 months)

### **Fundraising**

Muskurahat Foundation, Virtual

Internship • Aug 2022 - Sep 2022 (1 month)

it was a networking and communicating work  
also it required english proficiency ,ms excel ,ms word and

basic computer knowledge to maintain the data

### **Content Writing**

Upwork, Virtual

Internship • Mar 2022 - Aug 2023 (1 year 5 months)

### **Human Resources (HR) Manager**

Aliyana Healthcare, Baddi

Job • May 2021 - Jun 2022 (1 year 1 month)

Recruitment and Staffing Employee Relations

Training and Development

Performance Management

Compensation and Benefits

Employee Engagement

Workforce Planning

Legal Compliance

HR Metrics and Analytics

Organizational Culture and Values

## **TRAININGS**

### **Social Media Marketing**

Internshala Trainings, Online

Feb 2023 - Mar 2023

Topics Learned: Facebook, Instagram and LinkedIn Marketing

Project Completed: Facebook Shopping Page

### **Google Display**

Internshala Trainings, Online

Feb 2023 - Feb 2023

Topics Learned: Display Ad Types, Formatting & Targeting

Certification Earned: Google Ads Display Certification

Project Completed: Google Display Ad Campaign

### **Google Search**

Internshala Trainings, Online

Jan 2023 - Feb 2023

Topics Learned: Dynamic Search Ads, Search Audience & Performance Planner

Certification Earned: Google Ads Search Certification

Project Completed: Google Search Ad Campaign

### **SEO**

Internshala Trainings, Online

Jan 2023 - Jan 2023

Topics Learned: On Page SEO, Off Page SEO & SEO Tools

Project Completed: SEO Audit & Report

### **Content & Email Marketing**

Internshala Trainings, Online

Jan 2023 - Jan 2023

Topics Learned: Content, Inbound & Email Marketing

Certification Earned: Hubspot Inbound Certification

Project Completed: Plan Content & Email Campaign

## Blogging And Google Analytics

Internshala Trainings, Online

Jan 2023 - Jan 2023

Topics Learned: Blogging, Google Analytics & Advance Google Analytics

Certification Earned: Google Analytics Individual Certification(GAIQ)

Project Completed: Publish Blog & Submit GA Report

### PROJECTS

#### Google Search Ad Campaign

Feb 2023 - Feb 2023

[https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v\\_1/3094430/63e8dc8ff0a8c.zip](https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v_1/3094430/63e8dc8ff0a8c.zip)

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

#### Publish Blog & Submit GA Report

Jan 2023 - Jan 2023

[https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v\\_1/3094427/63b9b562b98e4.zip](https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v_1/3094427/63b9b562b98e4.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

#### SEO Audit & Report

Jan 2023 - Jan 2023

[https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v\\_1/3094429/63d823a8376d3.zip](https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v_1/3094429/63d823a8376d3.zip)

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

### SKILLS

#### English Proficiency (Spoken)

Intermediate

#### MS-Excel

Advanced

#### MS-Word

Advanced

#### Biology

Advanced

#### English Proficiency (Written)

Advanced

#### Market Research

Intermediate

#### Marketing

Intermediate

#### Research and Analytics

Advanced

**MS-PowerPoint**

Advanced

**Hindi Proficiency  
(Spoken)**

Advanced

**Digital Marketing**

Advanced

**Blogging**

Intermediate

**Email Marketing**

Advanced

**Search Engine Marketing  
(SEM)**

Intermediate

**Video Editing**

Intermediate

**HR Analytics**

Intermediate

**Instagram Marketing**

Advanced

**Proofreading**

Advanced

**Teaching**

Advanced

**Social Media Marketing**

Intermediate

**Effective Communication**

Advanced

**Operations**

Advanced

**Data Analysis**

Intermediate

**MS SQL Server**

Intermediate

**MS-Office**

Advanced

**Creative Writing**

Advanced

**Google Analytics**

Intermediate

**Content Marketing**

Advanced

**Search Engine  
Optimization (SEO)**

Advanced

**Digital Advertising**

Advanced

**Audio Making**

Intermediate

**Facebook Marketing**

Advanced

**Pinterest Marketing**

Advanced

**Copywriting**

Advanced

**Online Teaching**

Advanced

**Business Research**

Advanced

**Sales**

Advanced

**Economics**

Advanced

**Python**

Intermediate

**Data Structures**

Advanced