



ANJALI SHARMA

Digital Marketer



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EDUCATION

BBA (Digital Marketing)

Dpt. of Commerce, MAHE
2020-2024

High School Diploma

ALLEN Integrated
2017 - 2019

ICSE

Ryan International School
2006 - 2017

EXPERTISE

- Social Media
- Content Creation
- Copywriting
- Data Analysis
- Email Marketing
- Digital Marketing
- SEO & SEM
- Marketing Automation
- PPC

LINKS

- [How to Sell More : Research Project](#)
- Certifications

PROFILE

Experienced and energetic Digital Marketer with over three years of experience in developing and executing digital marketing strategies, managing online and print marketing campaigns, and fostering partner relations. leveraging digital marketing platforms to drive sales and enhance company productivity. Seeking opportunities to utilize my expertise in building market presence and driving growth for a forward-thinking organization.

WORK EXPERIENCE

Freelance Marketer

Upwork, Freelancer | Remote

September 2023 -
Current

- Developing and executing digital marketing strategies
- Producing content for sales pages, blogs, and marketing channels.
- Developing and managing content for digital channels
- Curating and optimizing social media campaigns
- Developing and managing email marketing campaigns
- Developing and managing website content.
- Ghostwriting for tech, health, and lifestyle industries.

Independent Contractor

Onion Insights } Bengaluru

2020 - 2024

- Worked with Fashion and F&B Brands such as Ritu Kumar, Tanishq, and Haagen Daaz.
- Customer Service Evaluator- paid visits to store outlets to check quality standards.
- Write detailed reports used to improve business performance, enhance advertisement, and facilitate employee training.
- Reports also include store maintenance standards, products range and availability, and staff cooperation.

Social Media Marketer

Crossbeats | Bengaluru

Feb 2022 - June 2022

- Curated content for campaigns across all major platforms including Facebook, LinkedIn, and Twitter.

- EMPOWER : Social Media Project

LANGUAGES

- English
- Hindi
- French

- Wrote Ad copies and Taglines for new and existing products.
- Increased the company's online visibility through SEO blogs.
- Produced content for the company's official website and landing pages.
- Prepared a social media calendar for all digital media channels.
- Created personalized and targeted email campaigns to increase click-through rates by 35%.
- E-commerce cataloging for Flipkart, Myntra, and Amazon.
- Developed creative designs for print and digital marketing campaigns that increased brand awareness by 17%
- Collaborated with the marketing team to launch a successful digital marketing campaign that increased website traffic by 25%

Partnerships & Operations

Oct 2019 - Feb 2020

Upwork, Freelancer | Remote

- On-boarded new clients and restaurant owners.
- Managed client relationships and project collaborations.
- Collaborated on the launch of company app and marketing material.
- Promoted startup through various channels.
- Developed client relationships through cold-calling and quality check visits.

Senior Volunteer

2019 - Present

CARE} Bengaluru

- Currently a senior volunteer at the CARE (Charlie's Animal Care Center) animal shelter facility.
- Event management for adoption drives and sales stalls.
- Marketed campaigns through various media channels and increased engagement and shelter visits.

CERTIFICATES

SEO - Squarespace

Coursera Project Network
Jan 2024 - Feb 2024

GoogleAd Certificate

Coursera Project Network
Jan 2022 - April 2022

Entrepreneurship I: Laying the Foundation

University Of Illinois
September 2021 - December 2021

Foundations of Business Strategy

University Of Virginia
September 2021 - November 2021

Marketing Management Certification

eDx
August 2019 - December 2019