

## EDUCATION

### **Master of Arts (M.A.), Sociology**

IGNOU

2021 - 2023

### **Bachelor of Education (B.Ed)**

MDU

2019 - 2021

### **Bachelor of Mathematics (B.Math) (Hons.), Mathematics**

University of Delhi

2015 - 2018

## INTERNSHIPS

### **Digital Marketing Intern**

8kSec, Virtual

Aug 2023 - Present

### **Digital Marketing Intern**

The Complete Studio, Virtual

Jun 2023 - Aug 2023

### **Social Media Marketing Intern**

India's Opinion, Virtual

Mar 2023 - May 2023

## TRAININGS

### **Think Outside The Inbox: Email Marketing**

Google, Online

Aug 2023 - Aug 2023

This course has provided me with an understanding of how email marketing fits into a digital marketing strategy, write effective email copy, subject lines, and preview text, test, execute, and optimize an email marketing campaign and measure and analyze email campaign results. Skills gained from course are Email Writing, Email list segmentation, Email marketing strategy, Email marketing analytics, Contact management. This course has provided certificate on completion.

### **From Likes To Leads: Interact With Customers Online**

Google, Online

Aug 2023 - Aug 2023

This course has taught me benefits of social media marketing as well as how to do marketing on social media, what is social listening, how to enhance the engagement on social media, social calendar, tools for content creation, social media

analytics and tools, social media report, paid social media, etc. This course has provided me a sharable certificate.

**Attract And Engage Customers With Digital Marketing**

Google, Online

Jul 2023 - Aug 2023

This course has provided us with an insight to attract and engage customers through digital marketing channels like search and email. This course has provided the required skills of search engine optimization(SEO), search engine marketing(SEM), creating google advertisement, customer personas etc. This course has provided me with a certificate.

**Fundamentals Of Digital Marketing And E-commerce**

Google, Online

Jul 2023 - Jul 2023

In this certificate course I learned the fundamentals of digital marketing and e- commerce to gain the skills required in the job positions. Skills acquired are marketing funnel, performance marketing, planning strategies, marketing analytics, etc. This course has provided me with certificate on completion.

SKILLS

**MS-Word**

Advanced

**MS-Office**

Intermediate

**MS-PowerPoint**

Advanced

**MS-Excel**

Intermediate

**English Proficiency  
(Spoken)**

Advanced

**English Proficiency  
(Written)**

Advanced

**Search Engine  
Optimization (SEO)**

Intermediate

**Search Engine Marketing  
(SEM)**

Intermediate

**Marketing Strategies**

Intermediate

**Social Media Marketing**

Intermediate

**Digital Marketing**

Intermediate

**Google AdWords**

Intermediate

**Google Analytics**

Intermediate

**Email Marketing**

Intermediate

**Canva**

Intermediate

**Adobe Photoshop**

Beginner

**Effective Communication**

Advanced

**Creative Writing**

Intermediate

**Copywriting**

**Instagram Marketing**

Beginner

Intermediate

**Facebook Marketing**

Intermediate