

CAREER OBJECTIVE

Aspiring Digital Marketer with a strong interest in helping companies succeed online. My goal is to learn, grow, and apply my digital marketing skills SEO, PPC, Meta Ads, Content Writing, Social Media Marketing to drive more traffic, increase brands visibility, and improve conversions.

WORK EXPERIENCE

Meta Ad Specialist Sep 2022 - Sep 2024
Freelancer, Virtual

- Managed to spend 50 Lakhs profitably on Meta Ads for e-commerce clients.
- Implemented sales, lead generation, and retargeting ads for clients.
- Created and optimized ad campaigns to improve and maintain ROAS.

SEO Executive Mar 2022 - Present
Freelancer, Virtual

- Implemented in-depth SEO strategies for e-commerce clients.
- Recovered websites affected by Google algorithm updates.
- Implemented SEO strategies that increased website traffic up to 40% and boosted sales.
- Proven SEO record of helping websites grow traffic and revenue.

Support Executive Mar 2018 - Mar 2023
Freelancer, Virtual

- Worked as a support executive for an ed-tech client and handled day-to-day support tickets.
- Connected with customers daily in Facebook Ad Groups to increase brand engagement.
- Assisted customers with queries related to billing, backend issues, and course access.

Content Writer Aug 2016 - Present
Freelance, Virtual

- Created articles, on average, 1,000+ words for photography blogs.
- Worked with photography websites such as Filtergrade, Contrastly, Photzy, PSD Vault, and Ephotomagazine.

Digital Artist Jun 2014 - Present
Freelancer, Virtual

- Created digital book covers and music covers for music artists and book authors.
- Created several Photoshop tutorials for online blogs to teach people how to use Photoshop.

EDUCATION

Bachelor of Arts (B.A.), 2013 - 2016
University of Delhi

Senior Secondary (XII), CBSE 2013
Arts

Government Boy Senior Secondary School, Badarpur, New Delhi 110044

Secondary (X), CBSE 2011
Government Boy'S Secondary School, Badarpur, Delhi 110044

TRAININGS / CERTIFICATIONS

Elevating Your Digital Marketing Game
Oct 2024 - Nov 2024
Internshala Trainings, Virtual

Google Analytics
Oct 2024
Internshala Trainings, Virtual

Lead, Engage, Sell

Oct 2024

Internshala Trainings, Virtual

Impacting Audiences With Social Media Organic

Aug 2024 - Sep 2024

Internshala Trainings, Virtual

Build And Rank Your Website

Jul 2024

Internshala Trainings, Virtual

Digital Marketing Placement Guarantee Course

Jun 2024 - May 2025

Internshala Trainings, Virtual

PORTFOLIO

[Portfolio link ↗](#)

PROJECTS

[Capstone Project: Complete Marketing Strategy for Kreditbee ↗](#)

Oct 2024 - Nov 2024

- Developed a comprehensive marketing strategy to improve ROI.
- Audited the brand's social media strategy across various channels.
- Created digital marketing campaigns for the brand.

[Analytical Assessment and Performance Enhancement: Google Analytics ↗](#)

Oct 2024

- Identified the most visited pages and the most occurring events.
- Created a funnel to explain the dropout rate in the user journey through data collection.
- Analyzed sales patterns for a given period, highlighting top and worst-performing products.

[Facebook Ad Creation & Advertising Analysis ↗](#)

Sep 2024

- Audited advertisements by evaluating the CTA, ad copy, and relevance.
- Created a Facebook Ads traffic campaign for Domino's.
- Allocated a budget, identified the target audience, determined the placement strategy, and created ad copy, creatives, and CTA.

[SMM Strategy For MyGlam ↗](#)

Aug 2024

- Audited the brand's social media presence.
- Created a social media strategy to increase engagement.
- Created a reel and a content calendar.

Paid Social Media Marketing- Reach Beyond Organic

Sep 2024

Internshala Trainings, Virtual

Search Engine Marketing

Jul 2024 - Aug 2024

Internshala Trainings, Virtual

Marketing Fundamentals: A Beginner's Journey

Jun 2024

Internshala Trainings, Virtual

[Creating an Email Funnel for an Ed-Tech: Finishing School ↗](#)

Oct 2024

- Conducted marketing research to understand the audience and defined clear goals.
- Created a squeeze page and sales landing page.
- Created an email sequence to nurture leads.

[3 Month Paid SMM Strategy for Nashermiles ↗](#)

Sep 2024

- Created a UGC video and reel.
- Identified travel, fashion, and lifestyle influencers for collaboration.
- Created sales and retargeting Meta campaigns for the brand.

[SEM Strategy for Mahindra XUV800 Electric Vehicle ↗](#)

Jul 2024 - Aug 2024

- Developed a comprehensive lead generation marketing strategy.
- Crafted a traffic campaign to maximize clicks.
- Created a search lead campaign with a target CPA to acquire high-quality leads.

[Building An Online Presence For Furlenco ↗](#)

Jul 2024

- Conducted an audit of website SEO.
- Created a website with a homepage, product page, about page, and contact us page.
- Conducted keyword research and implemented a 3-month SEO strategy.

Jun 2024

- Conducted brand history, brand, and consumer analysis.
- Conducted competitor research, analyzing their strengths and weaknesses.
- Identified a new potential audience and developed a new product idea.

SKILLS

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|--------------------------------|--------------------------------|------------------------------------|
| • Digital Marketing | • Social Media Marketing | • Search Engine Optimization (SEO) |
| • Adobe Photoshop Lightroom CC | • Google AdWords | • Facebook Ads |
| • Problem Solving | • Content Marketing | • Effective Communication |
| • Creative Writing | • Time Management | • Lead Generation |
| • Facebook Marketing | • English Proficiency (Spoken) | • English Proficiency (Written) |
| • WordPress | | |