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## EDUCATION

### **Bachelor of Laws (LL.B), Law**

University of Lucknow

2013 - 2017

### **Diploma, Post Graduate Diploma In Computer Management**

LYCOS

2014 - 2015

### **Bachelor of Commerce (B.Com), Statistics**

University of Lucknow

2010 - 2013

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

CBSE board

Year of completion: 2010

## WORK EXPERIENCE

### **Digital Marketing Manager**

Lejhro, Virtual

Internship • Oct 2023 - Present (5 months)

- Spearheaded organic growth strategies for Lejhro's digital marketing initiatives
- Managed and led a team of 10-15 individuals, ensuring efficient collaboration and productivity
- Assisted in developing and writing descriptive content

### **Junior Media Buyer**

Inara Marketers, Virtual

Job • Mar 2020 - Oct 2022 (2 years 7 months)

- Handling their Facebook Ad Campaigns
- Decision Making on Ad Campaigns
- Use Canva and other tools for editing
- Tracked Analytics on social media platforms using GA and other tools strategically
- Optimise campaigns.
- Social Media Advertising

### **Freelancer**

Sole Entrepreneur, Lucknow

Job • Dec 2017 - Dec 2020 (3 years)

- Built & nurtured positive relationships with key social media influencers
- Creating a Social Presence for the client
- Website developments for WooCommerce

-Utilizing Content-Writing to develop engaging copy and content for diverse industry clients

### **Instagram Marketing Wizard**

Insane Marketers, Virtual

Job • Jan 2016 - Feb 2018 (2 years 1 month)

- Build Instagram and Facebook pages with organic followers, post content, and engagement
- Handling their Facebook Campaigns and Decision Making
- Creating the Reports based on the Campaigns and Insights
- Influencer Marketing
- Team handling

#### POSITIONS OF RESPONSIBILITY

- Volunteered in Nothingness Community leading an event of 100+ people on Live.
- Volunteered on an NGO (Jeev Ashray) there I have been taking care of operations for the animal cleaning maintenance staff.

#### TRAININGS

### **Social Media Marketing**

Internshala Trainings, Online

Sep 2023 - Sep 2023

### **Google Display**

Internshala Trainings, Online

Sep 2023 - Sep 2023

### **Google Search**

Internshala Trainings, Online

Aug 2023 - Aug 2023

### **SEO**

Internshala Trainings, Online

Aug 2023 - Aug 2023

### **Content & Email Marketing**

Internshala Trainings, Online

Jun 2023 - Jul 2023

### **General Aptitude Program**

Internshala Trainings, Online

Jun 2023 - Jun 2023

Successfully completed a 6 weeks online certified training on General Aptitude. The training consisted of Reading Comprehension, Quantitative Aptitude, Logical Reasoning, and Data Interpretation modules. In the final assessment, I scored 66% marks.

### **Blogging And Google Analytics**

Internshala Trainings, Online

Jun 2023 - Jun 2023

## PROJECTS

### **Business Correspondance**

National Skill Development Council, Online

Aug 2016 - Sep 2016

This was training and a Course of Business Correspondent, which was related to Customer Service and Business Administration in Banking Sector. It was conducted by NSDC (National Skill Development Council of India)

### **Google Display Ad Campaign**

Sep 2023 - Sep 2023

[https://trainings.internshala.com/uploads/google-display-dm-specialization/uploads/projects/v\\_3/3451277/64f81b6fbe5f6.zip](https://trainings.internshala.com/uploads/google-display-dm-specialization/uploads/projects/v_3/3451277/64f81b6fbe5f6.zip)

Created a banner campaign showcasing products on an e-commerce site. I also selected audience based on the products to be marketed and bid appropriately

### **Facebook Shopping Page**

Sep 2023 - Sep 2023

[https://trainings.internshala.com/uploads/social-media-marketing-dm-specialization/uploads/projects/v\\_3/3451278/650beb5638461.zip](https://trainings.internshala.com/uploads/social-media-marketing-dm-specialization/uploads/projects/v_3/3451278/650beb5638461.zip)

"Created a Facebook page for a business and showcased products so that users can select and buy from my page itself

### **Plan Content & Email Campaign**

Jul 2023 - Aug 2023

[https://trainings.internshala.com/uploads/content-and-email-marketing-dm-specialization/uploads/projects/v\\_3/3451274/64d67ee33c00f.zip](https://trainings.internshala.com/uploads/content-and-email-marketing-dm-specialization/uploads/projects/v_3/3451274/64d67ee33c00f.zip)

Created an email marketing campaign, sent it to my contacts and measured the impact of the campaign.

### **SEO Audit & Report**

Aug 2023 - Aug 2023

[https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v\\_3/3451275/64e5daf2b777b.zip](https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v_3/3451275/64e5daf2b777b.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

### **Google Search Ad Campaign**

Aug 2023 - Aug 2023

[https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v\\_3/3451276/64ef557d0bbfc.zip](https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v_3/3451276/64ef557d0bbfc.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**

Jun 2023 - Jun 2023

[https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v\\_3/3451273/64988b9e624d9.zip](https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v_3/3451273/64988b9e624d9.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

SKILLS

**Google Analytics**

Intermediate

**Blogging**

Intermediate

**Content Marketing**

Intermediate

**Email Marketing**

Intermediate

**Search Engine Optimization (SEO)**

Intermediate

**Search Engine Marketing (SEM)**

Intermediate

**Digital Advertising**

Intermediate

**Display Advertising**

Intermediate

**Social Media Marketing**

Intermediate

**MS-Excel**

Intermediate

**Canva**

Beginner

**MS-Office**

Intermediate

**Python**

Beginner

**SQL**

Beginner

**Power BI**

Beginner

**Tableau**

Beginner

**Effective Communication**

Intermediate

**Problem Solving**

Intermediate

**Google AdWords**

Intermediate

**Creative Writing**

Beginner

**Facebook Marketing**

Intermediate

**Facebook Ads**

Intermediate

**Instagram Marketing**

Advanced

**LinkedIn Marketing**

Beginner

**YouTube Ads**

Beginner

**English Proficiency  
(Spoken)**

Intermediate

**English Proficiency  
(Written)**

Intermediate

**Digital Marketing**

Intermediate

**Lead Generation**

Intermediate

**Business Research**

Beginner

**MS-Word**

Intermediate

**MS-PowerPoint**

Intermediate

## ADDITIONAL DETAILS

- Holi Moo Festival Delhi Ad Campaign with an Ad spent 20k and Revenue I generated for them was 3M
- I have got created My Freelancing Business with 40-45 Global client's within 2 years.
- Instagram Marketing Wizard "TITTLE" on the Insane Marketers
- BasketBall Runner-Up in Interschool Championship.
- Football Winner in Inter College Championship
- Silver Medalist in 4\*400m relay race.
- Silver Medalist in 100 m race
- Landmark Worldwide Community Courses for Effective Communication & Personality Development
- Runner-Up of X-factor Singing-Guitar Competition
- Silver Medalist in Sports