
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

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

"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

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

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

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

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