






INSIYA PRESSWALA

LEAD DEVELOPER & DIGITAL MARKETER

CONTACT

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EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

MLSU UNIVERSITY
2019-2022
UDAIPUR, RAJASTHAN

DIPLOMA IN DIGITAL MARKETING

UPGRAD CAMPUS
2023-2024
BANGALORE, KARNATAKA

SKILLS

LEAD GENERATION	● ● ●
MS EXCEL	● ● ●
CHATGPT & AI	● ● ●
ENGLISH PROFICIENCY	● ● ●
FACEBOOK MARKETING	● ● ●
CONTENT MARKETING	● ● ●
SEO EXPERT	● ● ●
SEARCH ENGINE MARKTING	● ● ○
SOCIAL MEDIA MARKETING	● ● ○
GOOGLE ADS	● ● ●
INTEGRATED MARKETING	● ● ○
WEB ANALYTICS	● ● ●
WEB DESIGNING	● ● ●
EMAIL MARKETING	● ● ○

EXPERIENCE

- SENIOR LEAD DEVELOPER 1 YEAR
MULTIPLIER PVT LTD - NEW YORK MAR 2023- MAR 2024
- ENRICHED LEADS BY FINDING INFORMATION ABOUT THE PERSON AND THE COMPANY WHO HAS SIGNED UP FOR THE PRODUCT.
 - ASSISTED IN RESEARCHING NEW LEADS AND INDUSTRY SEGMENTS TO TARGET
 - CREATED WEEKLY REPORTS IN EXCEL/GOOGLE SHEET
 - PROFICIENT WITH USING SEARCH TOOLS SUCH AS APOLLO, LINKEDIN, SALES NAVIGATOR, ETC.
- CONTENT WRITER AND EDITOR 6 MONTHS
KIDADL PVT - LONDON JULY 2022- JAN 2023
- INTERNED AS A CONTENT WRITER AT KIDADL, WHERE I WAS DESIGNATED WITH THE RESPONSIBILITY OF WRITING, EDITING, AND FACT-CHECKING ARTICLES.
 - IN THE COURSE OF MY 6-MONTHS INTERNSHIP, I HAVE WRITTEN 200000+ WORDS AND AROUND 170 ARTICLES IN SEVERAL GENRES INCLUDING, BIOGRAPHIES, TV SERIES, MOVIES, ANIME, QUOTES, ETC AND GOT THE ARTICLES PUBLISHED ON <https://kidadl.com/>
 - I WAS AWARDED THE 'WRITER OF THE WEEK' TITLE SEVERAL TIMES DURING MY INTERNSHIP
- BIOGRAPHER AND BLOGGER 3 MONTHS
PROFFUS PVT LTD - NEW DELHI JUNE 2021 - AUGUST 2021
- WRITTEN OVER 150+ BIOGRAPHIES IN 1 MONTH.
 - GOT THE BIOGRAPHIES PUBLISHED @wikibiography.in WITH GOOGLE RANKING.
 - WORKED ON ALL GENRES LIKE FILM, MEDIA, SPORTS, BUSINESS WORLD etc.

PROJECTS

- BLOG CREATION PROJECT
- SOCIAL MEDIA MARKETING - LIVE PROJECT
- SEO - LIVE PROJECT
- SEM - LIVE PROJECT
- EMAIL MARKETING - LIVE PROJECT
- WEB ANALYTICS - LIVE PROJECT