

Aarti Yadav

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SUMMARY

Self-motivated Digital Marketing Intern with hands-on experience in executing comprehensive marketing strategies across various platforms. Proficient in content creation, social media management, and SEO optimization. Quick learner with a strong ability to adapt to new technologies and environments.

EXPERIENCE

RecruitCRM —Digital Marketing Intern

DECEMBER 2023 - PRESENT

- Utilized data-driven approaches to refine link-building outreach techniques.
- Conducted targeted outreach via LinkedIn, Slack, and email to secure collaborations and backlinks.
- Authored and published guest posts on reputable industry websites, showcasing expertise and building brand credibility.
- Implemented successful backlinking strategies to improve website search engine ranking and boost online visibility.
- Integrated SEO, content marketing, social media, and email marketing for cohesive campaigns.

Freelance- Content Editing/Writer

Masters India— Social Media Marketing Intern

August 2023 - December 2023

- Researched and created high-quality written content for blog posts.
- Published articles using Django.
- Assisted in developing and implementing social media marketing strategies across various platforms, focusing on Twitter, LinkedIn, and Facebook.
- Created engaging and compelling content for social media channels, including writing captivating captions and crafting visually appealing posts.
- Engaged with the online community, responded to comments and messages, and fostered positive relationships with followers.
- Assisted with other digital marketing tasks as needed, including email marketing, SEO, and content creation.

SKILLS

Canva

Ahrefs

Google Search Console

MS Office

AWARDS

- Class Topper in XII
- Star Achiever in Class XII

LANGUAGES

English and Hindi

EXTRA CO-CURRICULAR ACTIVITIES

- Part of College Fine Arts Society- Luminoso, representing the college in various events and competitions (2020-23).
- First prize winner in Inter-College painting competition (2021).
- First Prize winner in the Wildlife Painting

EDUCATION

MA (Political Science)

Indira Gandhi National Open University (IGNOU)

July 2023 - Present

BA Hons (Political Science) + Minor Degree in Psychology

Kamala Nehru College (DU), November 2020 - June 2023

- CGPA: 7.203 (First Division)

Senior Secondary Education

Suraj Bhan D.A.V Public School Vasant Vihar,
New Delhi -110057
Pass Out- 2020
Stream-Humanities
Marks Obtained- 94.2%

Secondary Education

Suraj Bhan D.A.V Public School Vasant Vihar
New Delhi -110057
Pass Out-2018
Marks Obtained-84.4%

CERTIFICATES

- Social Media Management (Meta)
- Communication Skills (TCS)
- The Fundamentals of Digital Marketing (Google)
- Search Engine Optimization (SEO) with Squarespace
- Google Ads for Beginners

PORTFOLIO-

https://docs.google.com/document/d/1oWwDCqzdJO2dXe261bD_xNXXG2Defw9Lultt2upibdc/edit#heading=h.npggmao96jlo