

## Dipti Jain

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### Objective

I am seeking a challenging job in a reputed organization to integrate my content writing, SEO/SMM, Internet marketing, analytical skills, and other skills to excel in the field of content writing, SEO writing, / SMM.

### Summary

To create a niche in the organization through my knowledge, skills, and positive attitude.

I have a **DDIP certification from DigitalDeepak.com** and have thorough knowledge of digital marketing's different aspects.

- **Portfolio link - <https://medium.com/@dipti.jain260390/about>**
- **Digital Marketing Blog** – I have published my blog, which basically comes under 'Inbound Marketing Strategies. The blog name is "10 ways to funnel visualization to convince buyers."

Blog Link for Reference - <http://www.digitalvidya.com/blog/ways-to-funnel-visualization-of-convinced-buyers/>

- **WordPress Website Creation** I have created my own website WordPress with the name [www.digitalworld577.com](http://www.digitalworld577.com)
- **Digital Marketing Campaign** – I have run a digital marketing campaign as part of Facebook marketing. The campaign/ name is "Professional Training Institution.

### Experience

- I worked as a freelance content writer with a Hyderabad based 360 degree digital marketing agency.
- I worked as a Digital Marketing Intern with Brandz India from November 2021 to May 2022
  - Building profitable keyword lists and negative keyword lists to optimize campaigns and ad groups
  - Prepare daily, weekly, Monthly and yearly reports
  - Monitor Paid Campaigns on Google Ad Words – Search, Display Ads
  - Staying aware of latest SEM and PPC trends
  - Content writing for ad copies and blogs
  - Keywords research
- I worked as a **Content Writing Intern** with **Triny** since May 2020 to July 2020
  - Writing content related to Chabot
  - Writing articles and blogs with the ultimate goal of benefiting universities and students in mind
  - Uploading content to the WordPress dashboard
  - Writing Meta description and meta title with following SEO parameters
- I have published my own blog, which is based on inbound marketing.  
Blog Link for Reference:  
<http://www.digitalvidya.com/blog/ways-to-funnel-visualization-of-convinced-buyers/>

## Skills

🔍 My skills:

- Keyword Analysis
- Social Media Marketing
- Content Writing
- Web Content writing
- Article writing
- Blog writing
- Social Media copywriting

## Education

- **DDIP Certification From DigitalDeepak.com, January 2023**
- **Mega Digital Marketing Course A-Z: 12 Courses in 1+ Updates** from Udemy, March 2021
- **Writing Tools & Hacks: Copywriting/Blogging/Content Writing** from Udemy, March 2020
- **Ultimate Web Content Writing Master Class and Power Word Ebook from Udemy, February 2020**
- **MBA in Marketing + HR**

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