

# AAKRATI SINGH CHAUHAN

M A R K E T I N G M A N A G E R

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## PROFILE

Results-driven Marketing Manager skilled in SEO, Meta Ads, AI-powered content, and digital marketing. Expert in SMO, ORM, and data-driven campaigns to boost brand visibility and engagement. Passionate about creating high-impact marketing solutions for business growth.

## CORE SKILLS

- SEO & Website Optimization
- Google Search Console & Analytics
- Meta Ads & Paid Campaigns
- AI-Powered Content Marketing
- Social Media Strategy & SMO
- Online Reputation Management (ORM)
- Content Creation & Strategy
- Team Management & Leadership
- Partnership & B2B Marketing

## TECHNICAL SKILLS

- Google Analytics
- Google Search Console
- Meta Ads Manager
- Canva
- Thinkific

## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION

ITM university- 7 SGPA  
(2019-2022)

## EXPERIENCE

### MARKETING MANAGER |UPI STUDY|2023-PRESENT

- Manage social media platforms (Facebook, Instagram, Twitter, LinkedIn) to ensure brand consistency.
- Develop and execute Meta Ads campaigns for audience growth and ROI maximization.
- Implement SEO strategies to boost website traffic and search rankings.
- Publish SEO-optimized blogs on Wix & Medium to establish brand authority.
- Design and execute email marketing campaigns (Wix, Thinkific), optimizing for engagement.
- Monitor & manage brand reputation, responding to feedback and customer inquiries.
- Team Management: Lead a team of content creators and video editors, ensuring high-quality marketing output.
- Partnership Marketing: Oversee marketing initiatives for business partners, enhancing visibility and collaboration.

### SOCIAL MEDIA MANAGER |JOLLEE|2022-2023

- Created engaging social media content, driving brand awareness & follower growth.
- Managed & optimized Facebook Ads and Google Ads for better reach and ROI.
- Implemented on-page & off-page SEO strategies to improve organic traffic.
- Monitored Google Search Console for site performance & issue resolution.
- Used Google Analytics for campaign performance tracking & strategy refinement.

### SOCIAL MEDIA SPECIALIST | QIN1 CLASSES (2021 - 2022)

- Developed and scheduled content, increasing brand engagement.
- Applied SEO best practices to enhance social media visibility.
- Managed online community engagement by responding to comments/messages.

 PORTFOLIO: [GOOGLE DRIVE LINK](#)