

# ASHMI TANDON

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Contact No: +91 7773026764

Email Id: ashtandon17@gmail.com

Address: 22 Aditya Nagar CP Colony Morar, Gwalior, MP, 474006

## WORK EXPERIENCE

### Digital Marketing Executive

**D-Sys Data Solutions** JAN 2021 to Present

Planning and Implementing cross-channel marketing and advertising campaigns.

Paid ads Planning & Reporting.

Content Creation.

### Project Name - Mangalamcart

#### Its E - commerce website

Handling its website development - WordPress (SEO, design, Content)

Whole project Marketing

All suppliers handling - product and prices.

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### Customer Relationship Manager

**Bann studio** SEP 2019 to NOV 2020

Managing assigned clients

Handled overall digital campaigns includes email marketing, paid ads, content creation.

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### Travel Consultant

**Travel Triangle** JAN 2019 TO JULY 2019

Handled International trip leads and conversion into sale.

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### Internship

**Sayaji Hotel, Indore** JUNE 1 to July 12 2018

Worked on TAT deadline.

Recruitment 1 round of Hotel trainees.

Documentation and filling work.

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## PROFESSIONAL SUMMARY

A creative and collaborative digital marketing executive. Experience in Paid ads, Social media platforms, SEO on-page and off-page, WordPress, Email marketing and well in content writing. Expert in driving growth and raising brand awareness through customer-centric campaign strategies. Specializes in cross-channel marketing, digital communication, and social media management.

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## SKILLS & PROFICIENCIES

- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
  - Social Media Marketing
  - MS office
  - WordPress
  - CANVA
  - Google Analytics
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## PARTICIPATION

- Participated in 'boot camp' 2018 on applied marketing.
- Participated in 6th International conference 2016 on technology innovation and management.
- Participated in 4th INNOVATION summit 2016 on theme of entrepreneurship & startups
- Participated in 2nd International conference INNOVERSE on the theme of Green Marketing.

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## LANGUAGES

HINDI  
ENGLISH

## SOFT SKILLS

LEADSHIP  
COMMUNICATION  
TIME MANAGEMENT  
WILLINGNESS TO LEARN

## EDUCATIONAL BACKGROUND

### **Prestige Institute of Management, Gwalior**

Master's in Marketing & Finance 2019 (MBA)

Percentage - 75%

*Research Project - Impact of emotional appeal and brand image on purchase intention of cooking oil.*

### **ITM University, Gwalior**

Bachelor's Degree in Marketing & Finance 2017

Percentage - 79%

Research Project - Analyzing the Role of training in Organization.

### **KVS, Gwalior - 12th class**

Higher Secondary - Commerce 2014

Percentage - 75%

### **KVS, Gwalior - 10th Class**

**2012**

Percentage - 60%