

# SHIVANI KUMARI

DIGITAL MARKETER




## ABOUT

Strategic and results-driven digital marketer with 1+ years of experience building paid and organic marketing funnels. Implemented new competitive analysis and consumer trend reports increasing quarterly sales by 15%.

## SKILLS

Digital Marketing	<div><div></div></div>
Email Marketing	<div><div></div></div>
Social Media Ads	<div><div></div></div>
SEO,SMO	<div><div></div></div>
Google Ads	<div><div></div></div>

## CONTACT

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-  Bengaluru KA

## EDUCATION

**2018 - 2020**

**Kanpur University - UP**

- Bachelor Of Science (PCM)

**2014 - 2017**

**UP Board**

- Intermediate & HighSchool

## EXPERIENCE

### Akansh Consulting Private Limited

Marketing Manager

December 2018 - Present

- Identified and executed improvements for processes, content, and lead generation.
- Collaborated with Content Team to promote blog posts and guest posts.
- Provided market research, forecasts, campaign results, and consumer trends.
- Assisted in creating corporate sales pitches for future meetings.
- Managed all public social media profiles of important public figures.

## CERTINIFICATION

- Fundamentals of digital marketing-by Google
- Introduction to Digital Marketing -by Great Learning