



# Pooja Verma

## Digital Marketer

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### CAREER OBJECTIVE

A passionate digital marketer with expertise in social media management (SMM) and Google Ads, seeking an exciting career in digital marketing.

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### SKILLS

- Good understanding of Digital marketing, including social media and influencer marketing.
- Know how to create and improve content on all major social media platforms (like Facebook, Instagram, LinkedIn, Twitter, and YouTube).
- Basic knowledge of SEO to help websites appear better on Google.
- Can plan and run ads on Google to reach more people.
- Know how to use Google Analytics to check website traffic and performance.
- Can make creative and engaging content for social media.
- Communicate well and work easily with others, including influencers and different teams.

### WORK EXPERIENCE

#### Digital Marketing Executive

April 2024 - Present

Voik India

- Managed social media pages by creating and improving posts to attract more customers.
- Planned and ran online marketing campaigns to increase brand awareness and sales.
- Worked with influencers to promote the brand and reach a larger audience.
- Handled influencer marketing by finding and collaborating with content creators.
- Created and designed listing images for online stores to make products look more appealing.
- Improved Google My Business (GMB) profiles to help more customers find the brand online.
- Tracked and analyzed social media performance to make improvements.
- Worked with different teams to ensure social media supports business goals.
- Managed paid ads on Google and Meta to bring in more visitors and sales.

#### Social Media Marketing (Remote)

Jan 2023 - March 2024

Fortune Safety Industries

- Managed and optimized social media channels to drive engagement and growth.
- Planned and executed campaigns to boost brand awareness and sales.
- Designed product visuals for online listings to improve appeal and conversions.
- Enhanced Google My Business profiles for better local visibility.
- Tracked performance metrics to refine social media strategies.
- Collaborated with teams to align content with business goals.
- Handled paid ads on Google and Meta to increase traffic and leads.

#### Digital Marketing Intern (Remote)

Nov 2022 - Jan 2023

Bluehawks EduAbroad

- Assist in creating social media posts, blog articles, and email campaigns.
- Schedule posts, engage with followers, and track performance.
- Research keywords, update website content, and improve search rankings.
- Assist in running paid ads on platforms like Google Ads & social media.
- Analyze competitors, industry trends, and customer insights.
- Track and report key performance metrics using tools like Google Analytics.

## Social Media Designer (Freelance)

Nov 2022 - Jan 2023

### The Black Touch

- Develop engaging visuals, graphics, and videos for social media platforms.
- Ensure all designs align with brand guidelines and identity.
- Create animations, GIFs, and short videos to boost engagement.
- Work with marketing teams, copywriters, and social media managers on campaigns.
- Stay updated on design trends and optimize content based on engagement metrics.

## EDUCATION

- Master of Arts in History from MS Girls College, Bikaner, completed in 2023
- Bachelor of Arts from MS Girls College, Bikaner, completed in 2015.
- Intermediate from Maharani Girls School, Bikaner, completed in 2012 with First Division.
- 10th Class from Subodh Sec. School, Bikaner, completed in 2010 with Second Division.

## PERSONAL DETAILS

Date of birth : 21 July 1995  
Gender : Female  
Nationality : Indian  
Marital Status : Married  
Hobbies : Reading books & Content Creator.  
Languages Known : English, Hindi

## DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.

Place:

Date:

Signature