



UDISHI VERMA

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📄 PROFILE

I am a proactive **digital marketing enthusiast**, with reliable command over **SEO** and **Keyword Analysis**, well equipped with the domains of **social media**, **content writing** and **business communication**. I am keen to understand **customer behavior** and plan **marketing strategies** for growing firms. I have sufficient knowledge of **excel**, **presentations**, and a **strong vocabulary** and can handle tense client situations with patience. My past experience has given me a rousing understanding of various **marketing channels**, **commerce platforms**, **marketing approaches** and **leading campaigns**, deciding on strategies, next posts and making **strategies with teams**.

📁 PROFESSIONAL EXPERIENCE

DIGITAL MARKETING INTERN

Western Oranges ☑

March 2022 – April 2022

New Delhi

- Managed Official Instagram Handle of *Le Fréur*, the coffee brand of Western Oranges.
- Led and coordinated with the Marketing Campaigns Team.
- Performed Analysis on **Instagram Insights**.
- Increased the organic Instagram followers count by **100%**.
- **Launched** and **Managed Campaigns** of **Neon Pops**, a new product by Western Oranges.
- **Optimized** and **Redesigned Official Website Content** to **Maximize Organic Traffic**.
- Designed **Amazon A+ Creative Modules** for *Le Fréur* products.
- Received a **Letter of Recommendation** ☑ for this internship.

SHOPIFY CONTENT WRITER AND SEO ANALYST


Spike Fitness ☑

July 2021 – February 2022

- Wrote Articles on Fitness Products and Physical Well-being.
- Added **Backlinks** and **Interlinks** to Internal and External Websites.
- Performed **Keyword Research** for each Article.
- Worked Dedicated under a Team Ensuring Good Quality Content.
- Performed **Proof Reading**.
- Published Articles on **Shopify**.
- Performed **SEO Analysis** for Maximizing Traffic to Blogs.
- Wrote **YouTube Descriptions** for various products offered.
- Received a **Letter of Recommendation** ☑ for this internship.

CONTENT WRITER AND SOCIAL MEDIA ANALYST

Singh John

- Wrote Articles on **Social Media Marketing** and **Affiliate Marketing**.
- Gave each article innovative thoughts.
- Performed **Proof Reading** for Quality Standards.
- Worked with **MS Office**.
- Reviewed Products.
- **Backlinks, Keyword Research** in Social Media Marketing.
- Received a **Letter of Recommendation**  for this internship.

July 2020 –
December 2020
Mumbai

EDUCATION

BACHELOR'S OF COMMERCE

Sophia Girls' College (Autonomous)

2019 – 2022

Ajmer, India

HIGH SCHOOL

Sophia Sr, Sec. School

2005 – 2019

Ajmer, India

CERTIFICATES

Digital Marketing Training  (Internshala Trainings)

Internship and Job Preparation  (Internshala Trainings)

Social Media Marketing  (Edelytics)

Google Search Certification  (Google Skillshop)

SKILLS

Search Engine Optimization

Keyword Analysis

Blog Writing

Microsoft Excel

Communication Skills

Microsoft Word

Proof Reading

Social Media Management

Digital Marketing

Shopify Blog Writing

PowerPoint Presentations

Team Work

LETTERS OF RECOMMENDATION

Letter of Recommendation

Singh John

Received LOR for *exceptional performance* at Singh John.

Letter of Recommendation

Spike Fitness

Received LOR for *good work ethics* and *exemplary skills* at Spike Fitness.

INTERESTS

Poems

Dancing

Yoga

Spirituality

Reading

Popular Mythologies

LANGUAGES

English

Hindi

French