KHUSHI KALANI

> **CONTENT MARKETING & BRAND MANAGEMENT**

CONTACT

- 8600559592 (+91)
- khushikalani02@gmail.com
- Mumbai, Maharashtra.
- Khushi Kalani

PERSONAL INFO

I am a passionate Marketer, Content Strategist, and SEO analyst with **1 year** of expertise.

I solve problems and focus on achieving accelerating results through intentions & consistent efforts.
I put in the effort to grow, learn, and unlearn. I like to read and listen to podcasts and upskill myself whenever needed. I prefer remote work environments.

I strongly believe asking questions brings possibilities to life.

EDUCATION

Bachelor of Management studies
Vivekanand Education Society

CGPA: 8.48

2019- 2022

Achievements:

- Business Debate participation certificate
- Presentation Competition certificate

SKILLS

- SEO
- Email Marketing
- Content Editor
- Client Servicing
- Team Management
- Content Strategizing
- Website Audit
- Problem solving

EXPERIENCE

SEO Content Strategist   **12 Months**

Cliently **.com**

Role and Responsibilities:

- **Growth Marketing.**
- **Content Editor.**
- **Client servicing.**
- **Keyword Research and SEO (off-page and on-page) using ahrefS, Semrush, and Moz.**
- **Proficient with tools like Gsuite, G search console, Grammarly, WP, and Reply.io.**
- **Cold Email Outreach.**

Business Development Intern   **3 Months**

Medpay **.in**

Skills Acquired:

- Lead Generation
- MS Excel,
- Email Communication & Outreach.

KHUSHI KALANI

CONTENT MARKETING & BRAND MANAGEMENT

CONTACT

- 8600559592 (+91)
- khushikalani02@gmail.com
- Mumbai, Maharashtra.
- Khushi Kalani

EXPERIENCE

Email Administrator   **8 Months**
(Part Time)

Zauba Corp

Role and Responsibilities:
- Data Management.
- Gmail Management(sorting, labeling)
- Email Communication.
- Client Relations.
- Virtual Assistance.
- GDrive Management.

Completion Certificate

CERTIFICATES

- Google Analytics (Beginners)
- IIDE Digital Marketing workshop

PROFICIENCY

- Grammarly tool
- ChatGPT
- Supremeseo SEO kit
- Reply .io (cold emailing tool)
- Canva, Creatopy
- WordPress, Webflow
- Gsuite
- Microsoft Office