

# BEAUTY MANDAL

## DIGITAL MARKETING SPECIALIST

### PHONE

+91-9920 6173 22

### EMAIL

mandalbeauty8@gmail.com

### SKILLS

SEO

Paid Search/SEM

Social Media Marketing

WordPress(content management system)

Optimizing Website Structures

Campaign Monitor, BuzzSumo, Ahrefs, Semrush

Paid Social Advertising

Google Analytics

Analyze Traffic Patterns, Identify Traffic Audience

### VALUE ADDED SKILLS

Projects Management

Requirement Gathering and Elicitation

Resource Management

### AWARDS

Felicitated for Before Time Completion of Key Projects – **Project's Today**

### PROFILE

A highly skilled and focus-driven professional with 6+ years of experience in Marketing campaigns. Performed effectively as an individual and as a team lead with a strong record of achievement in providing the necessary strategic marketing expertise. Streamlined operations and increased client satisfaction by scaling up organic traffic leading to significant corporate expansion, proficiency and profitability.

### EMPLOYMENT HISTORY

#### Digital Marketing Freelancer, Art's Fiesta

Jan 2021 – Present

Co-ordinated with the client and developer to improve the page load speed. Worked on various aspects such as Blog Postings & Off-Page Submission.

#### Achievement:

Creating and handing Social Media Postings on regular basis scaled up the traffic from **0%** to **75%**.

#### Digital Marketing Freelancer, Elevation Interior

Jan 2021 – Present

Worked with the client to revamp the organic traffic on pre-SEOed website and increased traffic from **5%** to **70%**; handled Social Media postings on a regular basis.

#### Sr. SEO Executive, Project's Today

Sept 2018 – Feb 2020

Key Responsibilities:

- ◆ Using Facebook Adword for multiple clients to run marketing campaigns.
- ◆ Handling daily posts on Social Media such as Twitter, LinkedIn, Facebook.
- ◆ Full SEO of the complete Project's Today Website.
- ◆ Changing theme layouts of Wordpress websites (Projects Monitor, ProjexSurvey) at regular intervals.
- ◆ End-To-End handling and maintenance of websites.

#### SEO Executive, Digismith Marketing Technologies LLP(Adgains Media Work Pvt. Ltd.)

June 2017 – August 2018

Key Responsibilities:

- ◆ Complete SEO of the following websites: Adgains Media, Atozsteelloys, Vijaynath, PCMW.
- ◆ Work related to Content Update on the website.

## PERSONAL INFO

### Date of Birth

5<sup>th</sup> Oct 1994

### Address

Bhayandar East, Mumbai

### Languages

English

Hindi

Marathi

## SEO Executive, Manisha Lifespaces

May 2016 – May 2017

Handled key responsibilities such as complete organic and ethical SEO like keyword research, website analysis, competitor's website analysis, link building, promotion of company websites through organic search engines, etc.

## EDUCATION

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### Bachelor Of Science, Computer Science, Mumbai University

2013 – 2016

## COURSES & CERTIFICATIONS

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### Post Graduate Certification in Digital Marketing & Communication – AdfactorsPR

upGrad

### Specialization in social media and content marketing

upGrad

### Certificate for Specialization in Marketing Communication & PR

upGrad