

VIPASANA

PROFESSIONAL SUMMARY

Digital Marketing Enthusiast with a strong interest in social media management, content creation, and SEO. Capable of planning and executing strategies to improve brand visibility and audience engagement. Adept at understanding online trends, analyzing audience behavior, and contributing to a brand's overall digital growth with a creative and thoughtful approach.

EXPERIENCE

Digital Marketing Intern

DBrand Camp | APR 2023 - JUL 2023

- Worked on Off-Page SEO activities like backlink creation, directory submission, and social bookmarking
- Assisted in basic keyword research to support blog content optimization
- Learned to use tools like Google Search Console and Google Analytics to track site performance
- Gained hands-on understanding of how SEO improves website visibility and ranking

Social Media Manager

Freelance | AUG 2023 - Present

- Assisted in planning and creating social media posts for small pages and personal brands.
- Learned to use hashtags, captions, and timing strategies to improve visibility over time.
- Explored basic engagement techniques like polls, reels, and story content to interact with the audience.
- Developed a better understanding of audience preferences by observing insights and feedback.

SKILLS

SEO: Google Search Console, Google Analytics, Ahrefs, Keyword Research, Link Building

Social Media: Instagram, Facebook, LinkedIn, Pinterest

Programming & Markup Language: HTML, CSS, JavaScript, C, C++, Java, PHP

Design Tools: Canva, AdobeExpress.

Other : MS Office

CONTACT

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🏠 Jaipur, Rajasthan

EDUCATION

Bachelor's of Computer Application

ST. Wilfred's PG College
2023 – Present

High School Diploma in Commerce

Maharshi Gautam Vidyapeeth
Completed: 2023

CERTIFICATIONS

Cyber Security & Ethical Hacking
BECIL Training Centre

HR Workshop
Bajaj Finserv