

# VIPASANA

Digital Marketing and Social Media Specialist with hands-on experience in SEO, paid advertising, local SEO, and creative content creation. Skilled in executing digital strategies, optimizing ad performance, and managing brand presence across platforms. Technically fluent in web technologies and digital tools, with a strong interest in analytics-driven marketing.

## WORK EXPERIENCE

### Social Media Manager

St. Wilfred's TPO | May 2024 – May 2025

- Managed departmental social media accounts and created content calendars aligned with key events.
- Designed visuals and videos using Canva and Adobe Express; ensured brand consistency.
- Boosted engagement by 22% and increased follower base through strategic posting and content ideas.

### Performance Marketing Intern

XSoln Technologies | Aug 2025 – Present

- Assisted in Meta & Google Ads campaign setup, targeting, and budgeting across product lines.
- Analyzed ad performance (CTR, CPC, ROAS) and optimized creatives for better results.
- Contributed to a 20% reduction in cost-per-click by refining campaign structure and A/B tests.

### Digital Marketing Intern

DBrand Camp | Apr 2023 – Jul 2023

- Executed off-page SEO tactics (backlinking, citations, directory submissions) to improve rankings.
- Conducted keyword research and optimized blogs for organic search traffic.
- Managed Google My Business listings and improved local visibility through regular posting.

### Web Development Intern

Infotact Solutions | Jun 2025 – Aug 2025

- Collaborated on front-end and back-end development tasks using HTML, CSS, JS, and PHP.
- Participated in debugging and code testing to ensure responsive and functional web pages.
- Delivered two team-based projects on time while following agile development practices.

## EDUCATION




### Bachelor's of Computer Application

ST. Wilfred's PG College  
2023 – Present

### High School Diploma in Commerce

Maharshi Gautam Vidyapeeth  
Completed: 2023

## CONTACT

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## SKILLS

### Marketing

- SEO, Local SEO, Google Ads, Meta Ads, Keyword Research, Link Building, Analytics

### Social Media Design

- Instagram, Facebook, LinkedIn, Content Creation, Canva, Adobe Express, GMB

### Development

- HTML, CSS, JavaScript, PHP, Java, C++, Git

### Tools

- Tools: Google Ads Manager, Meta Business Suite, Google Search Console, MS Office

## CERTIFICATIONS

Cyber Security & Ethical Hacking  
BECIL Training Centre

HR Workshop  
Bajaj Finserv

Web Development Training  
Infotact Solutions