

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

- Executed off-page SEO (backlinking, directory submission, social bookmarking)
- Conducted keyword research to optimize blog content
- Monitored site performance using Google Search Console & Analytics

Social Media Manager

Freelance | Aug 2023 - Present

- Managed social media accounts for clients, creating and scheduling engaging content
- Increased reach and engagement through strategy, analytics, and trend-based campaigns
- Designed posts, reels, and stories to build brand presence and audience growth

Web Development Intern

Infotact Solutions | June 2025 - Aug -2025

- Collaborated with a team to develop and deliver two web-based project
- Gained hands-on experience in front-end and back-end development tasks
- Assisted in coding, debugging, and testing to ensure project functionality and performance

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

Web Development Training
Infotact Solutions