



MAHIMA SHARDA

Address: New T-Block, Near Shukar Bazar Road, New Delhi, Delhi 110059
Phone: [8120913407](tel:8120913407)
Email: mahimasharda20096@gmail.com

SUMMARY

I am a dedicated social media manager with 2+ years of experience helping companies thrive by reaching the right audience. I work well as an individual and a team player who loves collaborating to create effective social media and marketing strategies. I specialize in social media marketing, content writing, content creation, copywriting, marketing research, and graphic design to deliver measurable business growth.

WORK EXPERIENCE

Marketing Associate, Clientric CRM Consulting April 2023 - July 2024

- Increased website traffic by 250% and grew social media followers by 2000+ through effective marketing strategies.
- Proficient in content creation and copywriting for blog posts, articles, website landing pages, and social media content to drive traffic and leads.
- Created visually appealing content, branding strategies, and landing pages using Canva.
- Successfully ran ads on Facebook and Google to achieve company goals.
- Led marketing team meetings, shared social media trends and insights, and managed marketing research and competitor analysis.

Social Media Manager, Clientric CRM Consulting May 2022 - April 2023

- Identifying suitable social media platforms for efficient marketing.
- Developed and implemented social media strategies aligned with business objectives.
- Created and managed social media content calendars, ensuring consistent brand messaging.
- Monitored social media analytics to measure performance and adjust strategies accordingly.

Marketing Intern, Clientric CRM Consulting Feb 2022 - May 2022

- Contributed to content creation and development for various marketing channels.
- Conducted market research to identify target audiences and trends.

Customer Relationship Executive Intern, Goyal Securities 3 Months Internship

- Gained foundational knowledge of sales and marketing principles through financial asset and course sales.
- Developed strong communication and interpersonal skills.

EDUCATION

Masters of Business Administration 2019 - 2021
ITM University, Raipur

Bachelors of Commerce 2017 - 2019
Maharaja Agresen International College, Raipur

ADDITIONAL INFORMATION

- **Technical Skills:** Google Analytics, Zoho Software, Google Ads, Google Search Console, Ahref, Semrush, WordPress, ChatGPT, Gemini, and Graphic Designing (Canva).
- **Digital Marketing Skills:** Content Creation, SEO and Keyword Research, Marketing Research, Social Media Management, Graphic Designing, Basic Video Editing, Campaign Management, and Copywriting.
- **Certifications:**
 - Digital Marketing Training (Internshala)
 - Copywriting Bootcamp: Master Copywriting for 2023 & Beyond (Udemy)
 - The Ultimate SEO Training + SEO For Wordpress (Udemy)
 - WordPress for Beginners: Create Your Own WordPress Website (Udemy)