



SUMMARY

Proven track record of successfully managing multiple freelance assignments concurrently, meeting deadlines and client satisfaction. Possessing excellent communication skills while interacting effectively with both technical and non-technical personnel at all levels.

EDUCATION

Acme Guru

Digital Marketing, Website Designing, and Graphic Designing 2018 - 2019

SOL (Delhi University)

Bachelor's Degree in Bachelor of Arts
2018 - 2021

IGNOU (Delhi University)

Masters of Business Administration (Marketing Management) - MBA (MM)
2023 - 2025

SKILLS

- Digital Marketing
- Web Design
- Video Editing
- SMO (Social Media Optimization)
- SEO (Search Engine Optimization)
- Keyword Research
- Google Search Console
- Google AdWords
- Google My Business
- Backlinks
- Graphic Design (Canva & Photoshop)
- Website Designing (WordPress)
- Social Media Ads manager
- Branding strategy
- E-commerce management

CERTIFICATIONS

- Bachelor's Degree in Bachelor Arts
- Certification in Digital Marketing
- Certification in Graphic Designing
- Certification in WordPress Developer
- Certification in Google My Business
- Certification in Google Analytics

PROFESSIONAL EXPERIENCE

Digital Marketing Expert

Sunil Arora & Associates | 2020 - Present

- Managed online reputation by monitoring reviews, comments, and mentions on social media platforms; addressed any negative feedback promptly and professionally.
- Boosted brand visibility by implementing effective SEO strategies and optimizing website content.
- Increased lead generation through the creation of targeted email marketing campaigns and engaging social media content.
- Created and managed social media campaigns to increase brand engagement.

Freelance Web Developer and Digital Marketer

Anjali Printer Solutions | 2021 - Present

- Streamlined website loading times for improved performance, implementing advanced optimization techniques.
- Designed, implemented and monitored web pages, plugins and functionality for continuous improvement.
- Designed mobile-first layouts for responsive web design, accommodating a variety of devices and screen sizes.
- Implemented SEO best practices in website development, optimizing content for search engine visibility.

Freelance

Aesthetic Jewellery | January 2023 - November 2023

- Improved client's online reputation through proactive management of reviews and online presence.
- Increased website traffic through effective on-page optimization techniques and strategic link building initiatives.
- Optimized website content for enhanced search engine rankings and improved user experience.
- Researched and analyzed industry trends to inform search marketing strategies.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.

LANGUAGES

HINDI

ENGLISH

URDU