

Shalu Kushwah

Nariana Vihar, New Delhi

+91 8851861649

rajputshalu1608@gmail.com

[linkedin.com/in/shalu-rajput-](https://www.linkedin.com/in/shalu-rajput-3b7747217)

[3b7747217](https://www.linkedin.com/in/shalu-rajput-3b7747217)



Experience

Digital Marketing Executive

Blur India | (May 2023 - Present)

- Strategize and execute **Facebook and Google Ads campaigns**, driving substantial revenue growth for diverse clientele.
- Manage the end-to-end process of **blog publication**, ensuring high-quality content that resonates with target audiences.
- Develop engaging social media content across various platforms to enhance brand visibility and engagement.
- Conceptualized and implemented effective **email marketing campaigns**, resulting in increased customer engagement and brand loyalty.
- Collaborated with the marketing team to create compelling **social media posts**, fostering brand awareness and community engagement.
- Established **partnerships with influencers** to amplify brand reach and drive targeted audience engagement.

Social Media Intern

Oh Puleez Branding Agency | (Feb 2023 - May 2023)

- Designed and produced captivating social media content, including posts and stories, to elevate brand presence and customer engagement.

Certificates

- Certification in **Digital marketing** from **Hansraj College**, (University of Delhi)
- **Google Certification** in fundamentals of Digital Marketing
- **Google Ad certification** in Video , Measurement, Display and search
- **Hubspot Certification** in Content marketing, Email Marketing and Social Media

Objective

A highly motivated **Digital Marketing Executive**, possessing good interpersonal and analytical skills. Skilled in running **Facebook Ads**, publishing **blogs**, creating **social media posts**, and handling client queries. Currently looking for opportunities that utilize my skills and gain practical knowledge while contributing to innovative projects.

Skills

- **Digital Advertising:** Proficient in utilizing **Google Ads, WordPress, and Facebook Ads** to drive targeted audience engagement and revenue growth.
- **SEO:** Demonstrated understanding of **on-page and off-page SEO** strategies to optimize website visibility and ranking on search engines.
- **Social Media Management:** Experienced in creating and managing compelling social media profiles to enhance brand visibility and engage with target audiences effectively.
- **Analytics:** Proficient in leveraging tools such as **Google Analytics** to track and analyze website performance metrics, enabling data-driven decision-making and optimization strategies.
- **Email Marketing:** Skilled in setting up and analyzing **email marketing campaigns** to drive customer engagement and conversion.

Education

Bachelors of Arts | University of Delhi
2019 – 2022

Class XII | Raman Munjal Vidya Mandir,
Gurugram
2018 – 2019

Class X | Raman Munjal Vidya Mandir, Gurugram
2018 – 2019