



# MITU CHOWDHARY

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 Delhi, India

## CAREER OBJECTIVE

Digital Marketing Professional with proven experience in social media management and paid advertising campaigns. Proficient in SEO, content creation, Facebook & Instagram Advertising, seeking to leverage my career into a Full-Time Digital Marketing role.

## WORK EXPERIENCE

Oct 2022 - Sept 2024

### Digital Sales & Clients Servicing | Tycho Technologies Pvt. Ltd.

Generated & qualified Sales opportunities through strategic prospecting on platforms like Upwork, Guru, LinkedIn resulting in consistent pipeline growth for IT and Digital marketing services.

Managed end-to-end client lifecycle from initial contact to contract negotiation, onboarding and maintaining strong Client relationships.

Coordinating the execution of projects, identifying growth opportunities, and driving revenue. Providing customer service, handling queries, and resolving issues.

March 2022 - Sept 2022

### Social Media Marketing for a Chartered Accountant

Created highly engaging content while developing and executing social media marketing strategies across multiple platforms, including FB, Instagram, LinkedIn to increase brand awareness and attract potential clients.

Jan 2022 - March 2022

### Strategic Facebook Paid Ad Marketing for a Fitness E-Com Brand

Executed targeted Facebook Paid Ad campaigns for a Fitness E-Commerce vendor, focusing on lead generation.

Developed & implemented strategic ad content, optimized audience targeting, & managed budget allocation to maximize ROI.

Utilized FB's advertising tools to create compelling ad sets, monitor performance metrics, & adjust campaigns for optimal results.

## RELEVANT SKILLS

**Core Skills:** Digital Marketing, Digital Data Analytics, SEO, Facebook & Instagram Advertising, Social Media Marketing, Branding, Email Marketing, Graphic Designing on Canva, Basic Video Editing Skills, Computer Proficiency Skills, Copywriting, Funnel Designing

**Tools & Technologies:** Canva, Filmora, Microsoft Office Suite, Aweber, Mailchimp, LinkedIn Sales Navigator

## CERTIFICATIONS & ACHIEVEMENTS

- Digital Marketing Certification: Master Digital Marketing by Alexandros Fatsis
- Beginner's Guide to Effective Facebook Ads & Instagram Ads by Ing. Tomas Moravek
- Email Marketing: Build Your List and Skyrocket Your Business By Lisa Newton
- Video Editing Wondershare Filmora 11 Masterclass by Manish Mehta
- Got shortlisted in the Top 500 Public Speakers in India's Biggest Online Public Speaking Championship conducted by Communication & Sales mentor Mr. Rahul Bhatnagar
- Presented my Research Paper in the National Conference conducted by Orthotics & Prosthetics Association of India

## EDUCATION

Bachelors of Prosthetics & Orthotics (Delhi University) | PDUNIPPD, Delhi

71.44% | 1st Division

July 2022