

Gayatri Kumari Sahu

Digital Marketer

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SUMMARY

Highly motivated professional with a strong passion for digital marketing and content writing. Proficient in analyzing data, optimizing campaigns, and driving online engagement with knowledge of social media management, SEO, and content creation. Seeking an opportunity to apply my skills and contribute to the success of a dynamic digital marketing team.

KEY SKILLS

- Advertising • Social Media Campaign • SEO & Keyword Optimization • Organic Search • PPC Campaign Management
- Keyword Research • Content Strategy • Digital Marketing • SEM • User Engagement
- Email Marketing • Content Writing • Copywriting • Technical Writing

TECHNICAL SKILLS

- Facebook Ads • Google Ads • Google Analytics • WordPress • Canva

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Design Esthetics [Aug '24 - Present]

Bangalore, IN

Focuses on digital marketing, experience design, and software development to help businesses enhance their brand and online presence.

- Managed a monthly ad spend of Rs 70,000 for an e-commerce client, creating Facebook and Google ads for various products.
- Performed SEO for over 250 products, leading to an 8% increase in active users, 7.6% increase in new users, and a 54% rise in average engagement time, as per Google Analytics.
- Enhanced SEO for another client, resulting in a 180% increase in clicks and a 130% increase in impressions.
- Working on product optimisation on Pinterest.

Paid Ad Performance (Sept-2024)

Facebook Ad:

- Impression: 1229219
- Clicks: 39433
- Avg. CPC: ₹1.97
- CTR: 3.21%
- AD spend: ₹49214

Google Ad:

- Impression: 693775
- Clicks: 6508
- Avg. CPC: ₹3.38
- CTR: 0.94%
- Total spend: ₹22007

Content Writer

Henry Harvin [Nov '22 - Jul '24]

Noida, IN

One of the largest Multinational Higher EdTech companies globally.

- Prepare well-researched course material PPTs for different certifications, professionals, and corporates
- Format existing courses and peer courses
- Connect with trainers for details

KEY MARKETING PROJECTS

Project 1: Website Creation and Facebook Ad Campaign

- **Website Design and Launch:** Created and launched a website featuring Home, Contact Us, and Blog pages to establish an online presence.
- **Content Creation:** Authored engaging blog content to enhance user engagement and provide valuable information.
- **Facebook Ad Campaign:** Executed a 7-day targeted Facebook ad campaign, achieving:31,025 impressions
Reached 10,938 users
Achieved a CPC of Rs 0.73

Project 2: Search and Display Advertising for Electronics Clap

- **Search Ad Campaign:** Initiated a 7-day search advertising campaign for Electronics Clap, a startup electronics news publishing website:Secured 13,300 impressions

Achieved 128 clicks

- **Display Ad Campaign:** Conducted a display advertising campaign: Garnered 28,700 impressions, Achieved 154 clicks
- **Outcome:** Enhanced brand visibility and drove traffic to the website.

Project 3: Integrated Marketing Campaign Plan for Uber (Case Study)

- **Target Audience Definition:** Defined target audiences and created detailed consumer personas.
- **SWOT Analysis:** Conducted a SWOT analysis to identify key strengths, weaknesses, opportunities, and threats.
- **Content Calendar Development:** Crafted a content calendar for pre- and post-launch activities to ensure strategic and timely content delivery.

INTERNSHIPS

Digital Marketing Intern

Henry Harvin [Mar '23 - May '23]

- **SEO Strategy:** Executed On-page, Off-page, and Technical SEO strategies to enhance website visibility and ranking.
- **Competitor Analysis:** Conducted competitor analysis to identify opportunities and improve digital marketing tactics.
- **SEO Proficiency:** Gained proficiency in various aspects of SEO optimization and analytics.

Technical Writer Intern

Henry Harvin [Jan '23 - Mar '23]

- **Technical Blogging:** Produced well-researched technical blogs while maintaining strict adherence to deadlines.
- **Content Versatility:** Authored content across diverse niches, showcasing versatility in writing abilities.
- **API Documentation:** Developed clear and precise API documentation.

Content Writer Intern

Henry Harvin [Sep '22 - Nov '22]

- **Content Creation:** Generated engaging and informative content, consistently meeting strict deadlines.
- **SEO-friendly Writing:** Crafted SEO-friendly content to improve online visibility and drive organic traffic.
- **Educational Blogs:** Authored educational blogs, demonstrating expertise in content development.

News Writer Intern

Electronics Clap [Dec '21 - Jul '22]

- **News Content Creation:** Wrote trending news content, ensuring timely publication and adherence to project requirements.
- **Quality Content Production:** Produced high-quality and engaging content aligned with the website's theme and audience.
- **Team Collaboration:** Collaborated effectively with team members to meet project objectives.

EDUCATION

Certification in Advance Digital Marketing

MICA & upGrad [Jul '23 - May '24]

- **Course Modules:**
 - Fundamentals of Marketing | Digital Marketing Metrics and Channels | Designing and Building Web Presence
 - Social Media Marketing | Search Engine Optimisation (SEO) | Web Analytics | Defining a Robust Digital Marketing Strategy
 - Content Marketing Specialisation | Marketing Data Identification and Collection | Marketing Communications

PG in Content Writing

Henry Harvin [Jun '22 - May '23]

Certification in Digital Marketing, Content Writing, Creative Writing, Copy Writing, Academic Writing, Technical Writing, Medical Writing

Bachelor of Science

Sambalpur University [Mar '05 - Mar '08]

Odisha, IN

- Passed with Distinction

Soft Skill

- Adaptability
- Time Management
- Curiosity
- Communication Skill
- Team Work
- Ability to Multitask
- Develop Original Content
- Detail Oriented

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Oriya

Accomplishment

Nominated as best newbie in first three months