



SAJAL RAJPUT

DIGITAL MARKETER

CONTACT

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MIG Flat No. 174, Pocket 3
Sector A9 Narela Delhi - 40

EDUCATION

2023

SKILL CIRCLE

- Digital Marketing (SkillDegree)

2021 - Present

UNIVERSITY OF DELHI

- Bachelor of Arts

2018 - 2019

CBSE

- Class XIIth

2016 - 2017

CBSE

- Class Xth

SKILLS

- Canva Designing
- Paid Ads
- Marketing Strategy
- Branding Product
- Time Management
- Branding management
- Social media activities
- Copywriting and editing
- Channel development
- Digital marketing
- Social media management
- Social media marketing
- Online engagement

PROFILE

A results-driven Digital Marketing Professional with expertise in social media marketing, content creation, and campaign management. Proficient in handling platforms like Google Ads, YouTube Ads, Canva designing, and WhatsApp marketing to optimize brand visibility and engagement. Adept at managing customer relationships and generating leads through innovative strategies.

WORK EXPERIENCE

- Digital Marketer, Freelancer** MAR/2023 - CURRENT
Social Media Manager & Specialist
 - Performed A and B testing of ad copy variations to maximize ROI from digital marketing activities.
 - Posted new content for products and services when managing marketing and release calendars.
 - Tracked and analyzed social media and online marketing initiatives.
- Adroit Classes** JAN 2023 - DEC 2024
Senior Digital Marketer
 - Handles effective digital marketing campaigns that consistently result in a 50 - 100% return investment
 - Conduct effective market research on key accounts
 - Wrote social media content to increase engagement with customers.
 - Managed editorial image licensing and social media content.
 - Planned and executed social media campaigns on platforms such as Facebook, Instagram and YouTube.
- WE4U DIGITAL MARKETING AGENCY** DEC 2021 - JAN 2023
TELECALLER FOR WHATSAPP SOFTWARE
Client Communication:
 - Handle inbound and outbound calls to promote and explain the features of the WhatsApp marketing software.
 - Respond to inquiries and provide solutions to potential and existing clients.

LANGUAGES



English



Odia



Hindi

- English (Intermediate)
- Hindi (Fluent)
- Oria (Basics)