

# Yashika Grover

## Digital Marketer

✉ yaashikagrover@gmail.com ☎ +91 9711653055 in [linkedin.com/in/yashika-grover/](https://www.linkedin.com/in/yashika-grover/) 📍 Delhi, India

I'm a digital marketer specializing in Online Reputation Management (ORM) and social media strategies. With a robust background in crisis management spanning Google and various social media platforms, I excel in cultivating and preserving positive online reputations through strategic content curation, engagement strategies, and effective link-building initiatives.

## Experience

### Search Modifiers

March 2024 - Present

#### Digital Marketing Executive

- Protecting and Enhancing Reputations: Skilled in safeguarding and improving clients' reputations across various sections of Google, including main search, images, videos, and news.
- Link Management: Skilled in creating and working on positive links to suppress or replace negative ones, effectively managing online reputations.
- SEO Proficiency: Adept at ranking pages in SERP, ensuring higher visibility and better positioning on search engine results pages.
- Publishing Expertise: Experienced in publishing PR and content on both paid and free PR news websites.
- Ranking Monitoring: Regularly monitoring rankings to identify new or old negative or positive links in SERP for targeted keywords.
- Graphic Design Skills: Proficient in graphic design, contributing to the creation of visually appealing and effective digital content.
- AI Content Creation: Capable of using AI tools for basic content creation, adding versatility to digital strategy efforts.
- Created presentations summarizing project outcomes for senior management review.

### TAL Secure Systems Pvt. Ltd.

March 2022 - Feb 2024

#### Digital Marketing Executive

- Analyze reputation factors and understand client goals, create and execute strategies to exceed defined goals
- Curate captivating content and foster genuine engagement, cultivating a vibrant and positive online presence for our clients across all social media platforms
- Implemented strategic link-building initiatives to enhance the positive reputation
- Be actively involved in SEO efforts (keyword, blog, and image optimization, etc)
- Created high-quality images, PowerPoint presentations, and PDFs with Canva, and edited videos with Kapwing.

## Education

### Delhi University

2016 - 2019

Bachelor of Arts ( Marketing / Advertising )

### 12th CBSE Board

2015 - 2016

Victoria Girls Senior Secondary School

## Skills & Tools

- Google Search Console
- Online Reputation Management
- Social Media Management
- Microsoft Office Suite
- Canva
- Metricool
- VN & InShot