

# Komal Singh

## SENIOR DIGITAL MARKETING EXECUTIVE

Passionate about helping businesses reach their goals using digital technology. Crafting strategies and executing campaigns that drive performance and growth.



✉ komalsingh152003@gmail.com

☎ 08287399456

📍 Noida, India

## WORK EXPERIENCE

### Senior Digital Marketing Executive YRC(Your Reputations Consulting)

04/2022 - 07/2024

#### Achievements/Tasks

- Daily tracked social metrics for clients, and recommended and implemented changes to enhance audience interaction, leading to a 50%-100% boost respectively.
- I have written great and impactful content for different client brands mainly in mid-size business firms, based on Healthcare Organisations and Educational, Agriculture, and Artificial Intelligence-focused companies.
- Work closely with internal marketing teams, business line stakeholders and external consultants towards enhancing growth initiatives and managing the marketing efforts for target companies.
- Managed, designed, and ran eight-plus client ad campaigns on Facebook and Instagram at a go.
- An increased engagement using creative stories following a theme-based content calendar.
- Tools Canva, Instagram stickers, Google Search Console, Google Analytics, SEO Quake and Keyword Research.
- Building, developing, and implementing SEO strategies from the ground up.
- Handling all SEO ON PAGE and OFF PAGE activities.

## PERSONAL PROJECTS

### Website Creation (05/2021 - 11/2021)

- I have added different types of plugins like tawk.to-to chat online, woo commerce for payment gateways, shop details, and so on.
- Implemented strategies focused on SEO (Search Engine Optimization).
- Made ads and campaigns for my website from Google ads.
- Also added the info links to my website.

## EDUCATION

### B.COM

Delhi University

10/2021 - 27/2024

### 12th Commerce

CBSE Board

04/2020 - 03/2021

## SKILLS

Social Media Strategist Branding

Content Calendar Planning SEO

PPC Google Ads

Google Analytics Wordpress

SEM SMO Content Creation

Facebook Ads Instagram Ads

Team Management Website Analysis

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency