

# NEHA

DIGITAL MARKETER



## PROFILE

I am a Professional Digital Marketer with an overall experience of more than 3 years. Proficient in leveraging analytics to optimize strategies. Skilled in SEO, SEM, social media management. Demonstrated ability to adapt to evolving industry trends and deliver innovative solutions to meet business objectives.

## EDUCATION

2021-2023

**IGNOU**

M.A in Political Science

2016-2019

**DELHI UNIVERSITY**

B.A (Hons) in Political Science

## CONTACT

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## EXPERIENCE

### Digital Marketing & Social Media Executive

Shades & Motion Creative Hub

Sep 2022 to Feb 2024

- Managed website optimisation to improve user journey.
- Advised on SEO strategy including on-page, off-page, technical and local SEO.
- Google Ad, Social Media Ad
- Coordinated lead generation to increase business opportunities.
- Collected monthly reports using Google & social media analytics for further refinement of current strategy

### Digital Marketing Executive

The Global Hues

May 2022 to Aug 2022

- Website Handling (2)
- SEO, SMO
- Content Suggestion and Content Marketing
- Google Analytics & Competition Analysis
- YouTube Video Suggestion & YouTube SEO
- Monitor various social media platforms

### Junior Digital Marketing Executive

Fanzineindia Media Pvt. Ltd

December 2020 to May 2022

- Website Handling (3)
- SEO, SMO & Monitor various social media platforms.
- Content Suggestion & Competition Analysis
- YouTube Video Suggestion & YouTube SEO

### Digital Marketing Intern

Primo smart future Pvt. Ltd

August 2020 to December 2020

- Manages the company's and client's social media accounts and posts content. Monitor various social media platforms.
- Assists in creating performance reports.
- YouTube SEO
- Content Optimisation & Competition Analysis