

GARIMA MISHRA



OBJECTIVE

Looking for a challenging role in a reputed organization, so as to utilize my skills to enhance my knowledge and contribute to the growth of the organization at the same time, I am keen to learn new and emerging trends in the sector.

GET IN TOUCH WITH ME

Phone: +919175005885

Address: Shivam D-302

Sector-5 Vasant Nagri vasai(E)
401208

Email:

garimamishra343@gmail.com

PERSONAL INFORMATION

Date of Birth: November 14,
1998

Gender: Female

WORK EXPERIENCE

Digital Marketing Executive

GRAY LINE MEDIA | FEB 2023 - Present

- Managed critical jobs during this period and also effectively provided quality editing work within a strict deadline
- Increased brand visibility of international clients and handled digital marketing for them
- Lead a team of 5 members and ensured that the content and copy written by them is aligned with the client brief
- Assisted the team-members to develop job understanding, checking and editing their copy and nurturing their full potential
- Ran ads (both Google and Meta) for clients
- Maintained Social Media Marketing
- Created analytics reports to show growth to the clients
- Email Marketing, Social Media management, YouTube, TikTok, Graphic Designing

Digital Marketing Executive

THE INCREDIBLE YOU MANAGEMENT LLP | FEB 2022 - DEC 2022

- Supervised content written by content team and checked the if the creative is aligned with the requirements of the clients
- Wrote copy and ads for the brands
- Managed social media of the brands
- End-to-end worked on clients profile and ran their ads on Meta, Google, and LinkedIn ads
- Created analytics reports to show growth to the clients
- Managed a lasted digital connection with clients
- Worked closely with managers to build key marketing strategies and executed them
- Maintained relationship with media agencies

Online Reputation Manager

PLIX LIFE | AUGUST 2021 - JANUARY 2022

- Evaluating and curating reviews of the entire product portfolio across platforms.
- Managed al review content and took necessary steps to curb inappropriate content
- Worked End-to-end on clients profile and ran their ads on Meta, Google, and LinkedIn ads
- Influencer marketing and relationship management

Administrative Executive & Digital Marketing Associate

SMASHX| JUNE 2020 - JUNE 2021

- Creating appealing content and copy to attract the audience.
- Delivering visual ideas to make the creative more engaging.
- Coming up with branding strategies to create a unique brand experience and position.
- Curating strategies as per the demands of the clients.
- Managed social media of the company.
- Content strategy, content marketing, ads, and client meets, clients events management
- Improved ads revenue through different strategies and PPC implementation

GARIMA MISHRA

SKILLS

- Team Management
- Team Leading
- Handling Pressure
- Problem-Solving
- Editing Through Canva
- Time Management
- Meta Data Analysis
- AD Copywriting
- PPC
- Google Ads
- Creating Captivating Content For Social Media
- Good Communication & Leadership skills
- Excellent understanding of digital marketing concepts and best practices
- Google Analytics
- VidIQ
- Meta Ads
- SEO
- Graphic Designing
- HubSpot
- SEMrush
- Email Marketing
- Lead Dino

CERTIFICATES

- The Fundamentals of Digital Marketing (Google)
- On-Page and Technical SEO Course (SEMRush)
- Content Marketing Basics (Great Learning)
- Google Analytics Course (Great Learning)
- Content Marketing Course (HubSpot)
- Social Media Marketing Course (HubSpot)
- Google Analytics (Google Skillshop)
- Google Ads (Google Skillshop)

TECHNICAL SKILLS

- Knowledge of CRM and marketing software HubSpot, Infusion, and Zoho
- Knowledge of CRM softwares like SMS Horizon, SMS Country, Exotel, Kajabi, MailChimp, Zendesk, Lead Pages, Microsoft Office
- Worked on Shopify
- Google Analytics

PREVIOUS EDUCATION

S.N.D.T Women's University

BACHELORS IN COMMERCE - 2017-2020

Seth Vidya mandir

CLASS 12TH - 2016

Rajiv Gandhi Hindi High School

CLASS 10TH - 2014

DECLARATION

I hereby declare that the above informations are correct to the best of my knowledge and I bear the full responsibility for the correctness of the above mentioned particulars.