



## SUMMARY

Results-driven Digital Marketer with over 2+ years of experience developing and executing data-driven marketing strategies to drive brand awareness, engagement, and conversions. Skilled in SEO, content marketing, social media management, and paid advertising. Proficient in analyzing key performance metrics to optimize campaigns for maximum ROI.

## EDUCATION

- 2023: B.A Honours (Pursuing)
- 2023: 12th Passed
- 2021: 10th Passed

## SKILLS

- MS Office
- SEO (Search Engine Optimisation)
- SMM (Social Media Marketing) & Meta Ads
- Email Marketing
- E-commerce Marketing
- WhatsApp Marketing
- Web Analytics & Performance Tracking
- Content Marketing & Copywriting

## CERTIFICATIONS

- Digital Marketing Certification by Ank Foundation
- Internship Certificate by Blue Digital Media Pvt.Ltd

## PROFESSIONAL EXPERIENCE

### Senior Digital Marketer

#### Iprealm Technologies Pvt. Ltd - Present

- Improved website organic ranking, achieving top 10 SERP positions for 15+ competitive keywords.
- Managed paid ad campaigns on Meta Ads, resulting in a 30% increase in lead conversions.
- Designed and automated email campaigns, boosting customer engagement by 25%.
- Developed WhatsApp campaigns that contributed to a 20% uplift in repeat sales.

### Digital Marketing Executive

#### Blue Digital Media Pvt.Ltd - 2023

- Assisted SEO strategies, leading to a 15% rise in organic traffic within 4 months.
- Supported social media campaigns across Facebook, Instagram, and LinkedIn.
- Optimised Meta Ads to improve CTR by 18% and lower CPC.

## ADDITIONAL INFORMATION

- Languages: English, Hindi
- Hobbies: Listening Music, Playing Badminton