

ADITI SINGH

As an aspiring digital marketer, I want to understand the methods and strategies employed in the industry, which will help me creatively display my talents while also pushing me to acquire new methods and strategies required to develop along my chosen career path.

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Location : Noida

Overall Experience

Digilantern-Social Media Executive-March-Present

- Managing Social Media Accounts
- YouTube Marketing Techniques
- Consistent Posting Strategy
- Trending Social Media Shoot Topics
- Content Creation and Management.
- Developing engaging, creative, and high-quality content that adheres to the brand voice and guidelines.
- Writing captions, creative copies and story copies for social media platforms.
- Schedule and publish content across all social media platforms.

Digital Jugglers – Digital marketing Executive -Oct 2023-Feb2024

- Managing budgets, targeting, and creative development for paid social campaigns.
- Proficient in promoting content via organic and paid social media.
- Post boosting through paid campaigns on Meta Ads manager
- Well versed with SEO, both on-page and off-page, Optimising content for search engines using keywords, meta tags and other SEO technique
- Developing, implementing, and managing the brand's social media strategy.
- Managing multiple social media platforms and engage the community.

Manak Analytics & Development – Digital marketing Executive - April 2023-Sep2023

- Monitoring and reporting on SEO performance
- Keyword research and analysis for organic search engine optimization.
- Creating and executing social media strategies across platforms like Facebook, Twitter, LinkedIn, Instagram, etc.
- Developing content for blogs, articles, product descriptions, social media including LinkedIn newsletter.
- Facebook and Instagram Paid Marketing.
- Post Creation on Canva for platforms like Facebook, Instagram, LinkedIn

Digital Marketing Internship - 3 Months

- Keyword Research and On-Page SEO
- Link Building and Web Analytics
- Social Media marketing and Content writing
- SEO techniques and keyword optimization.
- Paid Social post engagement campaigns on Facebook Ads manger

Skills & Abilities

- Ability to quickly learn and apply new business domain knowledge to content strategy and asset creation.
- Strong listening skills with the ability to translate concepts into deliverables.
- Superior writing skills; attention to detail, proofreading and copy editing skills (for brand voice, style, grammar and punctuation), well versed with platforms as Chat GPT, Canva, wordpress
- Proficiency in SEO analysis tools such as SEMrush, Ahrefs, and Google Analytics

Education

- School - St. Antony's Inter College | Lucknow (2019)
- Graduation – (B'COM) Lal Bahadur Shastri Girls College Of Management (2019-2022)

Courses

- Digital Marketing (6 Months) - DigiPerform Digital Marketing Institute(Lucknow)
- The Fundamentals Of Digital Marketing - Google Digital Garage
- Google Analytics for Beginners- Google Analytics Academy
- Advance Google Analytics - Google Analytics Acade

