



RASHMI PRAKASH

DIGITAL MARKETER

MAIN OBJECTIVE

I am an experienced Digital Marketer seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

PROFESSIONAL SKILLS

- SEO
- Google Analytics
- Social Media Marketing
- Web content development
- Email Marketing
- Google Adwords
- Keyword Analysis
- Photo editing (Canva)
- Wordpress
- MS Word
- MS Excel
- MS Power Point

PERSONAL INTERESTS

- Reading Novels
- Cooking
- Fashion & Lifestyle
- Music
- Dance

CONTACT DETAILS

Place: Bangalore
Phone: +91-9148229064
Email: rashmiprakash127@gmail.com

WORK EXPERIENCE

Digital Marketing Associate

iPRIMED Education Solutions | March 2021 - Present

- Managing Social Media Campaigns
- Google Ads
- Email Marketing Campaigns
- Search Engine Optimisation
- Creation & Execution of Digital Marketing Strategies

Digital Marketing Analyst

Tektaurus Education | May 2020 - Jan 2021

- Managing Social Media Campaigns
- Creating social media graphics for daily postings
- Google Ads
- Email Marketing Campaigns
- Optimize content for the website and social media platforms
- Implement and analyze performance metrics in Google Analytics
- Work with various content formats such as blogs, and videos

Digital Marketing Executive

Farenz Global | January 2019 - May 2020

- Managing Social Media Campaigns
- Creating social media graphics for daily postings
- Google Shopping Campaigns
- SEO
- Web Content Development for Products
- Google Analytics
- Handling & Running Ads in E commerce Websites such as Amazon, Flipkart, Shopclues, Snapdeal & India mart etc Communicating with Clients regarding Products & Digital Marketing Services

ACADEMIC HISTORY

BE in Electronics & Communication

BGS Institute of Technology | 2013- 2018
Percentage: 55%

Pre University Course

BGS PU College | 2011- 2013
Percentage: 57%

SSLC

BGS Rural English School | 2010- 2011
Percentage: 88%