



MANISHA SHARMA

(Digital Marketer)

PROFILE

Extremely motivated to constantly develop my skills and grow professionally. Experience in building, strengthening, and actively working with a team that delivers thriving results.

I am confident in my ability to come up with interesting ideas for marketing campaigns. Looking forward to bringing my digital marketing skills to the new team.

CONTACT

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LINKEDIN:

<https://www.linkedin.com/in/manishasharma05/>

EDUCATION

ITM Universe – 2012-2016

B.E (CSE) – CGPA 6.4 (7.6 SPI)

Maharani Girls High School – 2010-2012

GHSE Board - HSC – 60%

Shreyas High School – 2009-2010

GHSE Board - SSC – 82%

CERTIFICATIONS

- NIDM – Digital Marketing
- Google Ads Display Certification
- Google – Fundamentals of Digital Marketing
- WordPress

WORK EXPERIENCE

MASIRA DIGITAL MARKETING PVT. LTD. – DIGITAL MARKETING EXECUTIVE

10/2021– WORKING

- Research marketing trends & strategies and assist in planning for new campaigns.
- Perform market analysis and research on competitor marketing and digital content.
- Monitor social media platforms for trending news, ideas, and feedback.
- Design and present new social media campaign ideas.
- Contribute to Planning marketing campaigns and execution.
- Measure and report the results of marketing initiatives
- Contribute to the creation of mock-ups, campaigns, marketing materials, and social media content.
- On-page optimization with keyword research, Content writing, Meta tags, Title tags, and Internal page linking.
- Submissions for Off-page Optimization.

ABCSTEPS TECHNOLOGIES PVT LTD. – DIGITAL MARKETING (INTERNSHIP)

09/2021–10/2021

Hands-on experience in SEO, SMM, and SMO.

NUMERATOR – AD OPERATIONS ASSOCIATE (USA/CA MARKET)

03/2018–

10/2019

Collecting, Analyzing, and Processing advertisements appearing across different USA/Canada media platforms with the help of Pattern Recognition Software. Achieved correct Ad detection rate of 98%.

REVOKARMAHUB SOFTWARE & SERVICES PVT. LTD. - QUALITY ANALYST

03/2017-

Analyzing, Testing, and Reporting on discrepancies coming in different software, websites, and mobile applications. Increased one-day resolution rate of discrepancies from 80% to 85%.

PRIYA SHARMA PVT. LTD. - QUALITY ANALYST (TRAINEE)

01/2017-

02/2017

SKILLS

- Social Media Marketing(SMM), Social media optimization(SMO)
- Search Engine Optimization(SEO), Search Engine Marketing (SEM-PPC)
- Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, etc.
- WordPress
- **IT Languages** – HTML, CSS, SQL.
- **Tools** – Jira, Citrix, Photoshop, Illustrator, Canva, Woorank, Mailchimp, Google AdSense, Google trends, iwebchk, SEOptimer, Seo review tools, SEMrush, SEOptimer, etc.
- **Known languages:** English, Hindi, Gujarati, Sindhi, Marathi, and Marwari.