

SOMY SIMRAN

Digital Marketing Associate

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Career Objective

Experienced and energetic Digital Marketer with over 1 year of experience effectively managing digital marketing projects from conception to completion. Using digital and analog marketing platforms to increase overall company productivity. I have an excellent understanding of digital marketing and an ability to help businesses boost their organic traffic as well as generate high-quality leads through SEM, SMM, SEO Marketing. A career that will enable me to provide the best of my technical, analytical, and professional skills and can sharpen my current skills and knowledge and where I can have a good scope of learning and implementing new strategies.

Proficiencies

- SEO
- SEM
- Email Marketing
- SMM
- Website Planning and Structure
- Graphic Design
- Blogging
- E-Commerce Marketing
- Lead Generation for Business
- Affiliate Marketing and Google AdSense

Professional Experience

August 2021- Present
Digipitcher

Digital Marketing Associate

- Digital Marketing Analysis, SEO, SEM, SMM, Email Marketing, Campaigning, and Branding & Promotions.
- Plan and execute Search Engine Optimisation initiatives including On-Page and Off-Page Optimisation and SEO audits, Keyword Research, to meet target digital Marketing goals, increase Organic Search Traffic and SERP ranking Dominance.
- Drive website traffic and acquire leads.
- Develop, implement, and manage marketing campaigns that promote the products and services of a company
- Measure site traffic, identify and evaluate new digital technologies and optimize marketing campaigns, email marketing, social media, and display & search advertising using web analytics tools.

April 2021- July 2021
Masira Digital
Marketing Pvt. Ltd.

Digital Marketing Intern

- Developed promotional campaigns like Google Ads and Facebook Ads.
- SEM, SMM, On Page and Off Page SEO
- Keyword Research, Competitor Analysis, Site Analysis
- Designed and presented Social Media campaigns and ideas.
- Content Creation and Blogging

Educational Background

2021-2023

Indira Gandhi National Open University

Master of Arts in English

2021-2022

Himalayan University, Itanagar

Post Graduation Diploma in
Marketing Management

2017-2020

Shri Arvind Mahila College, Magadh University

Bachelor of Arts in English

Certifications

- Google Adwords
- Google Analytics
- Dynamic Digital Marketing Program from NIDM, India
- Google Data Analytics from Coursera

Hobbies

- Travelling
- Cooking
- Singing and Dancing
- Reading and Learning new insights