

Megha Bansal



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Chandigarh, India

EDUCATIONAL BACKGROUND

Bachelor's in Engineering – Electronics, and Communication | 2015-2019

Panjab University SSG Regional Centre
CGPA- 7.4/10

12th | 2015

St. Peter's Senior Secondary School
Percentage- 87%

10th | 2013

Delhi Public School, Chandigarh
CGPA- 10/10

ACHIEVEMENTS

- Awarded Letter Of Recommendation by hon'ble Director for working exceptionally in organizing and heading placement drives for 2 consecutive years.
- Branch Coordinator at Training and Placement Cell of my institute
- Core Committee member & Publicity & Media Head of College Annual Fest-ANANT

SKILLS AND PROFICIENCIES

- Content Writing"
- Social Media Marketing
- Creative Problem Solving

TOOLS

- SEMrush 3/5
- Canva 4/5
- WordPress 3/5

REFERENCE LINKS

- Published Content for GreyB- <https://northstar.greyb.com/how-to-use-patent-analytics-in-your-open-innovation-process/>
- Published Content for Falhari- <https://www.falhari.com/fruitful-talks/why-yoga/>

EXPERIENCE

Founder

EmotionsInCards | May 2020 - Present

- Providing customized gifting solutions all over India.
- Achieved milestone of 20+ orders in a month.
- Organic & paid social media marketing- Facebook & Instagram.
- Content creation to boost sales.
- Google My Business Marketing with 110% growth in interaction.

Marketing Associate Intern

GreyB Services | Jan 2019 - Jun 2019

- Worked alongside research & sales team to understand client's requirements, create buyer's persona and plan content funnel strategy.
- Researched, analyzed, and reported keyword optimization and trends.
- Content creation & optimization.
- Lead Generation via Inbound Marketing.
- Designed, scheduled, and audited 100+ social media posts.

Content Writer Intern

Falhari - A Fruitful Habit | June 2018- August 2018

- Earning while learning helped in getting paid the highest paisa per word during the internship.
- Developed relevant content strategy for the blog to improve presence and brand awareness.
- Revamped the blog section of the website with 20+ articles and social media content using SEO best practices.

CERTIFICATIONS

- Inbound Marketing- Hubspot Academy
- Content Marketing- Hubspot Academy