

# Resume

## **Neha Bansal**

Rohini, New Delhi

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## **Objective:**

To help Organization grow in Key Areas like Customer satisfaction, Innovation, Enhancing Domain knowledge, Bridging the gap with clients in understanding their pain areas & Helping others.

## **Work Experience (1.5yrs Experience):**

### **Digital Marketing Executive (30<sup>th</sup> March 2021- Currently Working)**

#### **Agile Pvt Ltd**

- Website Audit (Working on USA and India Site)
- Competitors Research
- Keyword Research (Primary Keywords, Related Keyword, Entity Keywords and Local Keywords)
- Ahrefs, Google Search Console, Google Analytics, Microsoft Excel
- Content Planning and Strategy with competitor and targeted audience analysis.
- Copywriting and SEO Editing.
- Working on Meta Tags
- Off-page activities (Blog Submission, Classifieds, PPT Submission, PDF Submission, Image sharing, Social Bookmarking, Podcast Submission, Infographics)

### **Digital Marketing Intern (13<sup>th</sup> Jan 2020 – 31<sup>st</sup> June 2020)**

#### **Vibes Communication Pvt Ltd**

- Planning and devising on-page and off-page optimization (SEO) strategies as per requirements.
- Assist in managing Social Media Channel of brands (Facebook, Twitter, Instagram, LinkedIn)
- Gather data on consumers and competitors for various client.
- Analyzing and researching keywords related to client's website through keyword research tool.
- Designing weekly Plan of Actions to be conducted for different clients
- Researching target audience for different brands in order to generate leads
- Theoretical knowledge about Google Ads
- Performing various digital marketing tasks on daily basis which includes Creating and posting blogs, Social Bookmarking, Classified Submissions, Local Marketing, Image sharing, Document sharing, Product reviews, Shopping Feed Submissions, Business Profile
- listing, Social Bookmarking, Blog Commenting.

### **Marketing Intern (June 2018-August 2018)**

#### **AIM India Pvt. Ltd**

- Collaboration with team members to expand marketing channel for social media like Facebook.
- Stay Updated with latest marketing techniques like SEO, SEM, Link Building.
- Helped with planning and hosting of marketing events, build strong relationship with clients by follow up on previous purchase and suggesting new products.

## **Education Qualification:**

- B.com(h), 2016-19 with 75.6% from Delhi school of professional studies and research (IPU)
- Class XII, 2016 with 75% from Himalaya Public School (CBSE Board)
- Class X, 2014 with 7.5(CGPA) from Raja Ram Mohan Roy Public School (CBSE Board)

### **Soft Skills**

- Good communication skills.
- Ability to learn quickly and highly self-motivated.
- Good ability to handle clients.
- Possessing effective communication & interpersonal skills along with a hard-working attitude & commitment to delivery.

### **Extra-Curricular Activities:**

- Playing outdoor games
- Reading Blogs

**Place:** New Delhi

**Neha Bansal**