

SOMYA AHUJA

DIGITAL MARKETER

1 year of Practical Experience in SEO, Content Writing, Social Media Marketing, Landing Page Building, WordPress, Google Analytics, Advertising(Google & Facebook Ads) as Intern and Trainee



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selfguide.in

CAREER OBJECTIVE

- To work for an enterprise with great ethics and an excellent work environment
- Build a team and work with them towards goals.
- To be a punctual, obedient & quick learner
- To be a consistent learner and remain obedient to my seniors

INTERNSHIP EXPERIENCE

Duration: Sep 2020 to Jan 2021

- Designation: Intern & Trainee
- Company: Alok Academy of Digital Marketing Education

Duration: Mar 2021 to May 2021

- Designation: Digital Marketing Intern
- Company: Biorev (3D rendering company)

ROLES & RESPONSIBILITIES

Search Engine Optimization

- Routine site audit- automatic (using Semrush) and manual audit
- Site improvement and error rectification- Google search console

- Content Calendar, work on elementor & Writing blogs
- Research on content and various strategies
- Keyword analysis with Google Keyword Planner, LSIgraph & uber suggest
- Maintaining On-page SEO
- Off-page SEO- Guest Posting, Web 2.0 Posting, pdf and blog submission
- Monthly report on Keyword rankings and overall site performance-Google Analytics

Social Media Marketing

- Building Social Media Calendar & mapping it with the business objectives
- Developing creative designs & copies that resonates with the audience
- Publishing according to Social Media Marketing calendar (Facebook, Twitter, LinkedIn, etc)
- Analyzing growth engagement metrics to keep an eye on social following & growth using Social Media Management tools like buffer, and Rite tag, etc.
- Management by replying to comments and messages

Facebook Ads

- Project - Lead Generation for Real Estate Client from Bangalore
- Ad Copy Creation
- FB Lead Generation Campaign Setup
- FB Remarketing Campaign Setup
- Split Testing of Ads

Campaign Result Snapshot

Campaigns		Ad Sets		Ads						
+ Create		Duplicate	Edit	More	View Setup	Columns: Performance	Breakdown	Reports		
<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amo	
<input type="checkbox"/>	Annciya Group of Estate	Active	Lowest cost	₹150.00 Daily	9 On-Faceboo...	2,076	2,278	₹31.52 Per On-Face...		
> Results from 1 campaign					9 On-Faceboo ...	2,076 People	2,278 Total	₹31.52 Per On-Faceb...		

Google Ads

- Search Ads Campaign for Digital Marketing Client
- Ad Group Keywords Grouping
- Ad Copy Creation
- Landing Page Content Writing
- Split Testing of Ads

Campaign Result Snapshot

Ad group ↓	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Digital Marketing Course	Eligible	₹75.00	Standard	29	432	6.71%	₹70.44	₹2,042.65	0.00%	0.00	₹0.00
Total: ...				29	432	6.71%	₹70.44	₹2,042.65	0.00%	0.00	₹0.00
Total: ...				29	432	6.71%	₹70.44	₹2,042.65	0.00%	0.00	₹0.00

DIGITAL MARKETING TRAINING EXPERIENCE

Major Topics Covered

Duration: May 2020 till now

- WordPress Site Setup
- Landing Page Building with AD Campaigns
- Analytics
- Content Marketing
- Advance SEO
- Social Media Marketing
- Facebook Marketing
- Instagram & LinkedIn Marketing
- Facebook Ads & Remarketing
- Google Ads- Search Ads, Display, Video Ads
- Email Marketing & Automation
- Digital Marketing Project Planning

Professional Qualification:

QUALIFICATION	COLLEGE/ SCHOOL	UNIVERSITY /BOARD	YEAR OF PASSING	C.G.P.A/ PERCENTAGE
B.COM	T.R.S COLLEGE	MP BOARD	2020	66 %
DIPLOMA IN COMPUTER APPLICATION	JNICTR	MCNUJC	2019	68%

Academic Qualification:

QUALIFICATION	COLLEGE/ SCHOOL	UNIVERSITY /BOARD	YEAR OF PASSING	C.G.P.A/ PERCENTAGE
10+2 COMMERCE	BAL BHARATI SCHOOL	CBSE	2017	85 %
10 th	BAL BHARATI SCHOOL	CBSE	2015	66 %

Certifications:

- Advance Diploma in Digital Marketing & Leadership
- Google Analytics Certified
- HubSpot Certification
- Google Ads Certified

HOBBIES & PASSION

- Social Media Community Building
- Reading
- Writing
- Learning new skills

PERSONAL DETAILS

- Name: Somya Ahuja
- Date of birth: 14 December 1998
- Father's Name: Mr. Sanjay Ahuja
- marital status: Unmarried
- Sex: Female
- Religion: Hindu
- Languages are known: Hindi, English
- Strengths: Hard-working, Passionate about learning, team managing & motivating skills

I do hereby declare that the above-mentioned information is true to the best of my knowledge and belief.

PLACE:

SIGNATURE: