

MANI CHAHAR

Marketing MBA

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201, sister nivedita hostel,
Delhi

PROFILE

Ambitious and detail-oriented Digital Marketing Manager with a solid foundation in digital marketing principles, including SEO, content creation, and social media management. Eager to contribute to a dynamic marketing team and help drive brand growth through innovative digital strategies. Strong analytical and creative skills with a passion for learning and staying updated on industry trends.

WORK EXPERIENCE

April 2024-July 2024

Broz media, kanhiya Nagar, Delhi

Digital Marketing Intern

- Assisted in the development and execution of digital marketing campaigns across various platforms, including social media, email, and search engines.
- Conducted keyword research and on-page SEO optimizations that improved organic search rankings for key pages by 20%.
- Created and scheduled social media posts on platforms like Instagram, Facebook, and Twitter, increasing follower engagement by 15%.
- Supported the content creation team by writing blog posts and social media captions, contributing to a 10% increase in website traffic.

Aug 2022- Oct 2023

Leadschief, New Delhi

Digital marketing(Freelance)

- PR, and social media | Built brands through creative marketing campaigns.
- Utilized social media and data analysis to increase brand popularity.
- Analyzed website traffic data using Google Analytics and provided insights to improve user experience and campaign effectiveness.

EDUCATION

2023-2025

DELHI TECHNOLOGICAL UNIVERSITY

- Masters in business Administration
- Specialization -Marketing

2019-2022

DR.BHIMRAO AMBEDKAR UNIVERSITY, AGRA

- Bachelor of Business Administration
- Specialization -Marketing

SKILLS

- Search Engine Optimization(SEO)
- Wordpress
- Social Media Management
- Teamwork
- Content Creation and Curation
- Google Analytics
- Email Marketing
- Paid Advertising (PPC)
- Communication

CERTIFICATIONS

- Google Ads Certification- Google Skillshop (2022).
- SEO Fundamentals - YouTube channel: Neil Patel (2021).
- Hootsuite Social Media Marketing Certification.