

## Tanya Agarwal

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Greater Noida, Uttar Pradesh

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### **Professional Summary :**

Digital marketing enthusiast with 5+ years of experience in business operations and client support. Recently certified by Google in Digital Marketing Fundamentals, with hands-on knowledge in SEO, social media, Google Ads, and email campaigns. Adept at using data and market insights to drive growth. Eager to bring a performance-driven mindset into a digital marketing role.

### **Objective:**

Motivated professional with a background in business development and travel operations, now transitioning into digital marketing. Eager to apply analytical skills, market trend awareness, and customer-centric thinking to drive data-informed digital strategies, enhance online presence, and support campaign performance in a fast-paced marketing environment.

### **Skills:**

- Digital marketing
- SEO / SEM
- Google Ads
- Social media strategy
- Campaign optimization
- Analytics (Google Analytics, data-driven decisions)
- Lead generation
- Content creation
- A/B testing
- Performance marketing

### **Certificate:**

- Grow with Google – Fundamentals of Digital Marketing Completion ID: 381983403

### **Work Experience:**

#### **Back Office Executive**

**Taj International Travels, Agra**

**[May 2023 – May 2025]**

- Performed accurate data entry and maintained digital records to ensure smooth daily operations.
- Assisted the administrative team with documentation, reporting, and client communication tasks.
- Handled Visa Processing, air ticket booking and helped design tour packages.
- Managing and scheduling social media posts on platforms like Instagram and Facebook.
- Handling email marketing campaigns and follow-ups with clients.

## **Computer Operator**

**Gopaldas Memorial Educational Institute, Agra**

**[November 2020- April 2023]**

- Performing accurate and timely data entry tasks and maintaining digital records of student and institutional information.
- Assisting and supporting the administrative team with preparation, filing, and management of documentation.
- Managing and scheduling social media posts across platforms.
- Assisting in content writing and creative inputs for online communications.
- Handling email communication and outreach for institute updates and promotions.

## **Back Office Executive**

**Zeneva tech Pvt Ltd. Agra**

**[August 2019- October 2020]**

- Managed and updated company profiles on Freelancer, Upwork, PeoplePerHour and Fiverr.
- Connected with foreign clients to support graphic design and branding projects.
- Worked on ranking and improving visibility of service profiles across freelancing platforms.
- Maintained records of client communication and supported proposal documentation.

## **Education:**

**MBA (IT)**

**[2018-2020]**

Amity University (Online), Noida

**Bachelor of Computer Applications**

**[2015 – 2018]**

Anand Engineering College, Agra

**Diploma in Computer Applications.**

**[2015]**

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