



RINKU CHOUHDARY

Digital Marketer

PROFILE

An enthusiastic, self-motivated, and highly creative individual. I am seeking a digital marketing intern position in an organization that offers immense growth opportunities and to implement my advanced knowledge and skills to contribute to the success of the organization.

CONTACT

ADDRESS:
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INTERESTS

Traveling
Stitching outfits
Reading
Music
Fashion and Glamour
Creativity
Marketing

EDUCATION

- | | |
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| •ADVANCED DIGITAL MARKETING COURSE
IIEDM Institute | 2022 |
| •BACHELOR OF COMMERCE
The Byramjee Jeejeebhoy College of Commerce | 2017 |

TOOLS

Mailchimp
Word press
Canva
MS Office

SKILLS

- Search engine optimization (SEO): Knowledge of how to increase the visibility and ranking of websites and content on search engines like Google.
- Content creation and management: Ability to create and publish high-quality content for a variety of digital channels, including websites, blogs, and social media platforms.
- Email marketing: Knowledge of how to develop and execute effective email campaigns.
- Social media marketing: Proficiency in creating and executing social media campaigns, including content creation, community management, and advertising.
- Analytics: Proficiency in using tools such as Google Analytics and SEMrush to measure and analyze website and marketing campaign performance.
- Search engine marketing: Proficiency in managing and optimizing Google Ads campaigns to drive relevant traffic and achieve business objectives through targeted search engine marketing strategies.

EXPERIENCED

Proficient in hand stitching and using home sewing machines to create custom garments. Demonstrated ability to measure and cut fabric to create professional-looking outfits, resulting in increased demand from friends and family for custom pieces.

RECOMMENDATIONS

Geetanjali Pathak (Digital marketer trainer)
IIEDM Institute