



Snigdha Sahai

Email: snigdhasahai634@gmail.com

Address: Lucknow, Uttar Pradesh | **Phone:** 91-8924097334

CAREER OBJECTIVE			
To pursue a challenging career and be productive in the field of Digital marketing along with immense learning.			
ACADEMIC CREDENTIALS			
Degree	Institute, Location	CGPA %	Year
PGDM (Digital Marketing and Transformation)	ITM Business School, Navi Mumbai	Awaited	2023
MA (English)	IGNOU, Delhi	53%	2021
B. ED	Gorakhpur University, Gorakhpur	74%	2019
BA	Lucknow University, Lucknow	53%	2017
XII (ISC)	City Montessori School, Lucknow	61%	2014
X (ICSE)	City Montessori School, Lucknow	76%	2012
TECHNICAL QUALIFICATIONS & ADDITIONAL CERTIFICATIONS			
Marketing	<ul style="list-style-type: none">Digital Marketing Course by IIT DelhiGoogle Digital Unlocked Certification in Digital MarketingGoogle Search AdsContent Marketing		2021 2020 2022 On-going
Others	<ul style="list-style-type: none">Ms Office (MS Excel, Ms PowerPoint, Ms Word)Qualified CCC examination.		

INTERNSHIP		
Digicore Technologies Pvt Ltd	<ul style="list-style-type: none"> • On-Page Seo (Keyword research, Keyword Analysis, ContentGap, Image optimization, CRO, CTA assign, Internal Linking) • Off-Page Seo (Social Bookmarking, forum posting, Guest posting, Directory submission) • Technical Seo (Google search console, Google analytics) • Content Writing (Research about the topics, Preparing content layout, Writing content including keywords & Publishing it) 	May 2022 - Sep 2022
Say Hey!!	<ul style="list-style-type: none"> • Write content for their Social Media Account 	Jan 2022 - Feb 2022
NGO PROJECT		
Ekansh Trust	<ul style="list-style-type: none"> • Created awareness among students and teachers about the problems faced by disabled people • Collected data of colleges • Organized a workshop for different colleges 	Jan 2022
POSITIONS OF RESPONSIBILITY		
Graduation	<ul style="list-style-type: none"> • Organized a workshop by contacting colleges 	2015
High School and College	<ul style="list-style-type: none"> • Represented as the inter-school competition • Represented as the House captain of the school 	2012-2014
EXTRA CURRICULAR ACTIVITIES AND ACHIEVEMENTS		
Social	<ul style="list-style-type: none"> • Worked with an NGO 	2019
Competitions	<ul style="list-style-type: none"> • Runner up in Essay competition of 1000 words 	2011
Cultural	<ul style="list-style-type: none"> • Participated in Dance competition at the Annual Function • Participated in International Student Conferences 	2010-2014
Other Interests	<ul style="list-style-type: none"> • Traveling • Art 	