

# SUSHMITA JAIN

## OBJECTIVE

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A self-motivated, independent, and a hard-working person looking for a position in a well-known organization for mutual growth and profit. Looking for an early head start in my career.

## EDUCATION

- M.com Passed from Rajasthan University. (2015)

## CERTIFICATE

- Advance Digital Marketing Certification from LIPSINDIA Institute of Digital Marketing.
- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Individual Certification

## WORK EXPERIENCE

- Social Media Marketing
- Search Engine optimization

## KNOWLEDGE

- SEO- On-page, Off-page
- Social media marketing
- Audit report
- Competitor analysis
- Google analytics
- Google Search console
- Google AdWords
- Facebook Ads Campaign
- AdWords tools
- SMS marketing

- Keyword research



## TECHNICAL SKILLS

- MS Office



## TOOLS AND SOFTWARE

### SEO

- Smallseotools
- SEO review tools
- Similar Web
- SEMrush
- Google Search Console
- Google trends
- Google SERP Snippet optimizer tool
- Ahrefs backlink checker

### Analytics

- Google Analytics
- Google Tag Manager

### Others

- WordPress
- Elementor
- Canva
- WooCommerce