



Krina Savla
Digital Marketer

Personal Details

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Skills

- SEO
- SEM
- Project Management

Softwares

- Photoshop
- Google Ads
- Facebook Ads Manager
- Canva

Certifications

- Digital Marketing - IID
- SEO Certificate - Hubspot

About me

A dedicated digital marketing professional with a passion for innovation and staying ahead of the digital curve. I thrive on developing breakthrough strategies, creativity with analytics to drive successful digital campaigns. A digital marketing enthusiast committed to transforming brands through alchemy of data.

Projects

Kama Ayurveda - SEO

- Employed on-page and off-page SEO techniques, including link-building.
- SEO-driven content to resonate with target audiences.
- Tracked and analyzed performance using data analytics, demonstrating significant growth in online presence and traffic.

Kama Ayurveda - Content strategy

- Conducted in-depth social audits, analyzing brand presence and audience behavior to inform content direction.
- Crafted buyer personas for targeted content creation, ensuring alignment with audience preferences.
- Produced engaging blog listicles and compelling ad copies, optimizing SEO for enhanced visibility.

GoMechanic

- Conducted a thorough social audit to assess brand presence and sentiment across digital platforms.
- Developed and optimized ads, aligning with business objectives and audience preferences.
- Conducted a 360-degree review encompassing strategy.

Mokobara - SEM

- Conducted meticulous keyword research, ad copy creation, and bid management to maximize ROI and drive targeted traffic.
- Optimized paid search campaigns for heightened visibility and conversions.

Education Qualification

Bachelor of Commerce
Nangindas Khandwala College

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