



ANUSHKA OMER

A dedicated and enthusiastic individual seeking opportunities to a challenging and growth-oriented environment. Passionate Social Media Manager eager to leverage expertise in driving digital engagement and fostering brand growth. Ready to thrive in a dynamic and rewarding environment where creativity meets strategy."

Experience

Jan 2024- Present

Innovians Technology | Noida

Social Media Intern

- Working for astrology clients "Jyotish Ratan Kendra" and "Vedic Astro Kendra."
- Devised content marketing strategies that boosted followers on various social media platforms.
- Utilized social media channels to enhance brand visibility.
- Oversaw the management of the company's social media profiles.
- Formulated and executed a successful social media campaign that increased the follower count.
- Created a lead generation campaign for Facebook and Instagram.

April 2023 - December 2023

Digital Saransh Agency | Noida

Digital Marketing Intern

- Assisted in creating social media content (graphics and video) for the company's website and social channels.
- Produced videos and graphics to promote the company's products and services.
- Managed the company's social media accounts.

EDUCATION

* July 2024 - December 2024

DigiPerform, Certified Digital Marketing - Master Program

January 2020 - January 2023

ALLAHABAD STATE UNIVERSITY, Bachelor of Commerce (B.Com.)

January 2017 - January 2018

U.P. Board, Class Xth

January 2019 - January 2020

U.P. Board, Class XIIth

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Noida, Uttar Pradesh

SKILLS:

DIGITAL MARKETING

SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA CAMPAIGN

WEBSITE DEVELOPMENT
(WORDPRESS)

VIDEO CONTENT CREATION

GRAPHICS DESIGN (CANVA)

ANALYTICS

SEARCH ENGINE OPTIMIZATION
(YOST)

GOOGLE ADS

GOOGLE ANALYTICS

ABILITY TO MULTITASK

COMMUNICATION

ADAPTABILITY

ABILITY TO WORK IN A TEAM

ABILITY TO WORK UNDER
PRESSURE