

Srishti Arora
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OBJECTIVE:

"Marketing enthusiast ready to apply creativity and strategic thinking to help companies reach their target audience and boost sales. Excited to bring my energy and passion for marketing to a dynamic team dedicated to achieving exceptional results."

PERSONAL ATTRIBUTE:

- Hard working, energetic and well disciplined
- Positive thinking, self-motivated and flexible

PERSONAL SKILLS:

Willingness to learn , problem solving abilities, verbal and written communication skills.

ACADEMIC QUALIFICATIONS:

- 10Th from CBSE in 2016
- 12Th from CBSE in 2018
- B.A (Pass) from MDU University
- Diploma In Digital Marketing from Digital Dronacharya
- MBA In Marketing from Sharda University

EXPERIENCE DETAILS:

- Organizations : Webflair
: Aama Medical Devices
: Worify Media
: Emailproleads
: Idea With Identity
: Codeaxia
- Position : Content Writer
- Duration : 10-Aug 2022 To 10- Apr.2024
- Job Responsibilities : Researching and generating content ideas relevant to target audience and brand objectives.
- Writing high-quality, engaging content for various platforms including websites, blogs, social media, and email newsletters.

- Conducting keyword research and optimizing content for SEO (Search Engine Optimization).
- Editing and proofreading content to ensure accuracy, clarity, and adherence to brand guidelines.
- Collaborating with cross-functional teams such as marketing, design, and SEO specialists to develop content strategies.
- Analyzing content performance metrics and making data-driven adjustments to improve engagement and conversions.
- Staying updated on industry trends and best practices in content marketing to continually improve content effectiveness.

HOBBIES:

- Creative Writing, Graphic Design
- Travelling, Badminton

STRENGTHS:

- Positive Attitude, Confidence
- I am self-motivated and always ready to accept new challenges

PERSONAL PROFILE:

Date of Birth: 09-January-2001

Gender: Female

Marital Status: Unmarried

Language Known: English, Hindi

DECLARATION:

I hereby solemnly declare that the information provided here is true to the best of my knowledge and belief.