

SONALI GOSWAMI

Certified Digital Marketing Specialist

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Jaipur, Rajasthan

EXPERIENCE

Marketing Executive

Bulwark CyberX

06/2019 - 08/2020 Jaipur, Rajasthan

Bulwark CyberX offers cyber-security-as-a-service for protecting organizations against threats & cyber-attacks.

- Content creation and strategic use of content along with implementation of SEO Techniques both on-page & off-page ensuring optimized online presence.
- Strategized content marketing resulted in an increased reach by 30% on social platforms & increased the organic search traffic for company website by 40%
- Social Media Marketing for platforms such as Facebook, Instagram, LinkedIn, Medium & Twitter.
- Implementation of Growth Marketing Techniques such as E-Mailer Marketing.
- Client communication, development of plans and ensuring delivery of proposals
- Proficient utilization of CMS such as HubSpot and other tools like, MailChimp, Get Response, Hootsuite & Facebook and Instagram pages, Google Ads, Google Analytics and Prezi.

Digital Marketing Specialist

Uday Singh Life

06/2019 - 2019 Jaipur, Rajasthan

Uday Singh Life is an organization working on methodologies for channelizing your energies and efforts towards beaming success.

- Creation of website content & implementing SEO techniques for optimized performance.
- Social Media Marketing on platforms such as Facebook, Instagram & LinkedIn
- Copy-writing for Ad Copies, Social Media Posts and other collateral.
- Organic Lead Generation Campaigns resulted in increased reach by an average of 20%

Content Strategist

Cbetter

05/2018 - 11/2018 Jaipur, Rajasthan

Cbetter Consulting Services is one of the best Digital Marketing Agency in Jaipur provides web works & other digital marketing services.

- Copywriting for Social Media Creatives for AU Small Finance Bank Mapsor, Olitia & more
- Ad Narration & Script Writing for a one-time project for AU Small Finance.
- Website content strategy & creation along with the implementation of on-page & off-page SEO.
- Blog Writing, Ad Copies & other content collaterals.

EDUCATION

Bachelors of Technology (CSE)

JECRC University

2015 - 2019

GPA

7.7 / 10.0

RESPONSIBILITIES

✓ Marketing Intern for WWF, India

✓ Head Marketing for IAESTE LC

TRAINING / COURSES

HubSpot Certified Professional

Certified in Email Marketing, Content Marketing & Contextual Marketing

Google Certified Professional

Certified in Fundamentals of Digital Marketing, Search Ads Marketing & Google Analytics

SEMRush Certified Professional

Certified for Technical SEO & Keyword Research

INDUSTRY EXPERTISE

Digital Marketing

Progress bar for Digital Marketing expertise

Account Management

Progress bar for Account Management expertise