



Ankita Pandey

Fintech | Digital Marketing | Blogger | Online Enthusiast

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ABOUT ME

An engineer who deep dived into Digital Marketing and Content Writing. Exposure to various aspects of online marketing. Currently pursuing an MBA from NIT Jaipur

An experienced digital marketing specialist with a demonstrated history of working in the Fintech/IT/ITeS industry. Core expertise lies in goal setting, content management, Facebook adverts, SEO, SEM, YouTube Marketing, Email Marketing, Google Ad-words, Content writing etc.

SKILLS

- Content Management
- Social Media Marketing
- SEO/SEM
- Email Marketing
- In-App Marketing

EDUCATION

MBA from Malviya NIT – Jaipur

Pursuing

2020-2022

B. Tech. - Biotechnology

IET, Bundelkhand University, Jhansi

2012-2016

Intermediate (ISC)

WH Smith Memorial School, Varanasi

2012

High School (ICSE)

WH Smith Memorial School, Varanasi

2010

EXPERIENCE

Senior Executive – Digital Marketing

BalanceHero India / Gurgaon / April 2017 – November 2019

Was a key asset of the marketing team for BalanceHero India for their core offering TrueBalance – a mobile wallet with multiple offerings.

- Handling content (push, SMS, blog, website, app) for the firm’s social media handles to drive engagement.
- Running promotional activities such as contests, offers, promo codes etc.
- Started the YouTube channel for the firm from scratch and has 50K+ subscribers organically.
- Joined the firm as Executive Marketing and was promoted to Senior Executive Marketing in the first appraisal cycle.
- Awarded cash incentive of 200% for being the “Best Performer in HY 2017”.
- Also selected for a 2 weeklong Employee Exchange program in South Korea.

Digital Marketing, Client Servicing, Content Writing

SoluTree Tech Labs Pvt. Ltd / Gurgaon / October 2016 – March 2017

SoluTree Tech labs offered digital marketing services such as website/app development for clients in key sectors such as education, consumer goods, real estate, BFSI etc.

- Was responsible for key account management across clients from healthcare, education, hospitality, and other industries.
- Handled social media accounts for various clients of the firm.
- Was instrumental in planning and developing creatives in addition to content writing.