Shehnaz Shaikh

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**Summary**

Successful development of marketing campaigns with engaging prospects on social networks to ensure target audience is reached, resulting in an increase of sales by 35%. . Driven and knowledgeable in popular design and marketing software with strong analytical and critical thinking skills to properly and effectively multitask while meeting deadlines.

**Education**

**Mumbai University**

Bsc IT

Graduated May 2015

I have Completed My Graduation In IT And I have Experience in Digital Marketing Like Social Media , SEO and Google Ads

**Jaipur National University**

MBA Marketing

Graduated December 2017

I m Also Appeared MBA in Marketing

**Employment History**

**Juryget**

Digital Marketing

April 2016 – February 2017

1. Juryget.com
2. Designation: Web Designer And Digital Marketer
3. Duration: 10 Month
4. Roles&Responsibility:

* SEO of website, Handling Facebook Page, campaigning,Social Media Marketing.
* Promoting Company website,
* Brand Awareness
* Website Creation and Updation
* Special Tools:
  + **Google Analytics, Webmaster Tool,**
  + **Keyword Planner,**
  + **Google Tag Manager**
  + **Social Bookmarking**

**Capgemini**

Digital Marketing Consultant

May 2017 – Mar 2019

2.

 TE Connectivity (Capgemini)

Responsibilities:

* Generating Audit Reports
* Assigning Tickets
* Acknowledge the tickets
* Sending Reports To management
* Ci mapping
* Communicating with Support team

3.

Sales Force Marketing cloud :

* Duration: May-2017 to Mar- 2019
* Roles And Responsibility:

Handling :

Email Marketing

Social Media Marketing

Google AdWords

**Castonica - Digital & IT Consulting services**

APR 2019– present

Designation: Social Media Marketing Manager

Responsibilities:

* Creating Strategy for Social media campaigns
* Working on Social media paid campaigns like Facebook, Instagram, LinkedIn
* Creating Campagin on Google Ads
* Lead Generation through Social Media
* Creating best AdsCopy writing for Social Media Campagins
* Creating Successful Digital Sales funnel
* Email campaign
* Creating YouTube Ads
* Expertise in education industry
* Working on local SEO
* Handling social media Accounts
* Sending Reports To management
* handling team and Assign work
* Communicating with Support team

**Tools**: Get response , MailChimp, Zoho social, mobile Monkey chatbot, whatshelp.io , Salesforce Marketing cloud.

**Hobbies & Interests**

* Learning New things
* Yoga
* Listening Music

**Professional Skills**

Google Adwords and Analytics, SEP, PPC: Intermediate

Facebook, Twitter and Instagram for Business: Expert

Effective multi-tasker with outstanding organizational and customer service skills: Expert

Effective multi-tasker with outstanding organizational and customer service skills: Expert

**Languages**

English: Fluent

Hindi: Fluent

Urdu: Fluent

**References**

**Reference available upon request**

**Key Skill**

KEY SKILLS:

* **Functional:**Digital Marketing, Campaigning, , Excellent Communication and Interpretation skills.
* **Technical:**Digital Marketing, Social Media Marketing, Search Engine Optimization, Google AdWords, Google Tag manager, Social media campaigning, Social Media Management, Blogging. WordPress.