

Contact

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Top Skills

WordPress

Blogging

Adobe Photoshop

Anjali B

Digital Marketing Strategist | Growth Hacker | Driving Results with
SEO, PPC & Content
Faridabad, Haryana, India

Summary

My job involves making sure businesses avoid bad social media marketing strategies. I help companies solve their social media marketing problems by finding high-quality posts, content, and graphics to help them get brilliant recognition for their brand and organization's name on social media.

My strongest asset is my ability to build and maintain relationships. I've developed a long list of employers and businesses who turn to me when they need high-quality posts, contents, and graphics.

Experience

Pure Professional Skill Development Institute
2 years

Business Development Team Lead
June 2024 - Present (2 months)
Faridabad, Haryana, India

Digital Marketing Senior Executive
June 2023 - June 2024 (1 year 1 month)
Faridabad, Haryana, India

Digital Marketing Executive
August 2022 - June 2024 (1 year 11 months)
Faridabad, Haryana, India

Running company social media advertising campaigns.
Formulating high-quality novel written and visual content for each social media campaign.
Building a social media presence by maintaining a solid online presence.
Monitoring the company's brand on social media.
Building brand awareness by engaging relevant influencers.
Managing our online communities to ensure respectful and appropriate engagement.

Responding to comments on each of our accounts.
Overseeing customer service provided via social media.
Analyzing data to determine whether social media campaigns have achieved their objectives.
Coaching employees company-wide on content creation best practices.

Smart Source

Human Resources Executive

June 2014 - February 2016 (1 year 9 months)

Faridabad, Haryana, India

Recruit candidates. HR needs to understand the organization's needs and make sure those needs are met when recruiting for new positions.
Hire the right employees.
Process payroll.
Conduct disciplinary actions.
Update policies.
Maintain employee records.
Conduct benefit analysis.

Education

Vivekananda Global University

Bachelor of Business Administration - BBA (Online), Digital Marketing · (June 2024 - June 2027)