

MANVI YADAV

DIGITAL MARKETING EXECUTIVE

CONTACT

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- 📍 New Delhi, Delhi

EDUCATION

Bachelor of Business Administration
Amity University
Jul 2023 - Present

Digital Marketing Certificate
Hansraj College (DU)
Aug 2022 - Jan 2023

Completed 12th
Kendriya Vidyalaya No. 1
Apr 2020 - March 2021

Completed 10th
Kendriya Vidyalaya No. 1
Apr 2018 - Mar 2019

SKILLS

- Search Engine Optimization
- Social Media Marketing
- Content Marketing Strategy
- Copywriting and Editing
- Content Creation
- Canva Design
- Blog Writing
- Tracking Post Performance
- Meta Ads
- Keyword Research & Analysis



ABOUT ME

Motivated and hardworking Digital Marketing Executive with hands-on experience in social media management, content creation, and running online ad campaigns. Skilled in SEO, Canva designing, and growing online presence through engaging content. Comfortable working in a team and always eager to learn new things to improve results. Able to manage multiple tasks and deliver work on time.



PROFESSIONAL EXPERIENCE

Kamal Associates, New Delhi MAY 24 - PRESENT
Digital Marketing Executive

- Managed social media platforms to boost brand visibility and audience engagement
- Increased followers through influencer partnerships and consistently engaging content
- Coordinated with design teams to develop visually appealing and on-brand creatives
- Created branding-focused and creative reels to enhance the company's digital presence
- Ran Meta (Facebook/Instagram) ad campaigns aimed at lead generation, reach, and conversions
- Improved SEO through strategic keyword research and on-page content optimization
- Handled Google My Business (GMB) posts to improve local visibility
- Built high-quality backlinks and developed creative, SEO-friendly blogs to drive organic traffic

Mediskool, Gurgaon SEPT 23 - APR 24
Digital Marketing Executive

- Handled Instagram, Facebook, and YouTube for brand promotion
- Designed posts and videos using Canva
- Wrote SEO-optimized blogs and coordinated with web developers
- Tracked analytics to improve content and targeting
- Created engaging, trend-based content to increase reach

Seotowebdesign, Delhi FEB 23 - AUG 23
SEO/SMM Intern

- Built backlinks for 25+ websites
- Created posts, captions, and hashtags for better engagement
- Conducted keyword research to improve SEO rankings
- Published SEO-friendly blogs to drive organic traffic