

# MEENAKSHI

## Project Manager

S-1/22, Budh Vihar Phase-1  
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Result-driven project manager with 6+ years of experience managing digital project in fast-paced environments. Proven track record of building long-term relationships with clients and delivering successful projects while maintaining budgets and timeline. Polished Communicator with excellent problem-solving skills and ability to lead cross-functional teams.

### PROFESSIONAL EXPERIENCE

#### DIGITAL PROJECT MANAGER

Five Design

June 2020 - Present

- Manage website designing & development project and ensured timely delivery of the project by facilitating day-to-day communication with client and internal teams.
- Manage digital marketing services to clients within various business sectors.
- Manage DM Team, assign SEO work. check ranking report and discuss with clients for more improvements .
- Create, monitor and optimise campaigns on digital platforms such as google adwords, campaign manager etc.
- Reviewed the performance of all the campaigns, Build report template for monitoring the performance on daily basis.
- Executed organic and paid social media campaigns.
- Analysis the competitors marketing strategy.
- Work with graphic designer team to provide the creative social media post to the clients.
- Deal with client and ensure that communication is clear, frequent and effective, among all members of the team, as well as with any relevant adjacent/external teams

#### DIGITAL MARKETING EXECUTIVE

Futuristic Simplified Computing Pvt Ltd

December 2019 - May 2020

- Manage 10 website do all SEO work, competitors research and analysis, creating high quality backlinks and handle social media marketing.
- Manage facebook advertising campaigns by implementing creative content. Optimize website according to the SEO checklist.

### TECHNICAL SKILLS :

- Project Management
- Website Optimisation
- Marketing
- Google Ads
- Advertising
- PPC Campaign Management
- Content Marketing
- Creative Graphic Content

### INDUSTRY KNOWLEDGE :

- Public Relations
- Marketing Management
- Team Management

### SOFTWARE :

- MS Excel, MS Word, Power point, Mail Chimp, Joomla, CPanel, Wordpress,
- Dreamweaver, FileZilla, SourceTree

### EDUCATIONAL BACKGROUND

- **Master Of Computer Application**  
IGNOU  
2022
- **BA. (Maths)**  
Delhi University  
2017

- Check and generate report of Google Analytics & Webmaster(Search Console)
- Also handling Email marketing for clients.
- Doing SEO for ecommerce websites.
- Developed and managed multiple online advertising campaigns, including google adwords, to increase lead generation and ROI.

## SEO EXECUTIVE

Enhance Rank

April 2017- December 2019

- Overhauled 15 Website do all SEO (On-page & Off-page) works like Research keywords, create meta title, description, content analysis ( keyword density ), creating quality backlinks, competitors research and analysis. Check and generate report of Google Analytics & Webmaster(Search Console).
- I also handle technical work such as link redirects, adding robots.txt and XML sitemap files, analytics review, Tag implementation and schema.
- Doing SEO on travel website which is in Spanish language.
- Design infographic images on Canva & submit it in infographic submission sites. For backlink purpose.
- Also Make PPT for business profile & SEO Site Audit Report.
- Analysing requirement and providing web promotion solutions, Which involves Search Engines Marketing plans operational strategies like Keyword research, Competitor analysis, Site analysis, SEO, Social Media Optimization etc.
- Google Adwords Tag Implementation, Solving Issues Regarding Google Ads.
- 2 Wordpress Website Design & Developed
- HTML and PHP Website Edit & make more Pages.

## COMPETENCIES

- Fast learner, adapt well to changes and pressures in workplace.
- Work effectively with diverse groups of people.
- Ambitious and committed to excellence.

## PERSONAL DATA

- Husband's Name: Rahul Bhardwaj
- Date of Birth: 06, Nov 1996
- Language: Hindi, English
- Married Status: Married
- Nationality: Indian