



# RESUME

*Section*

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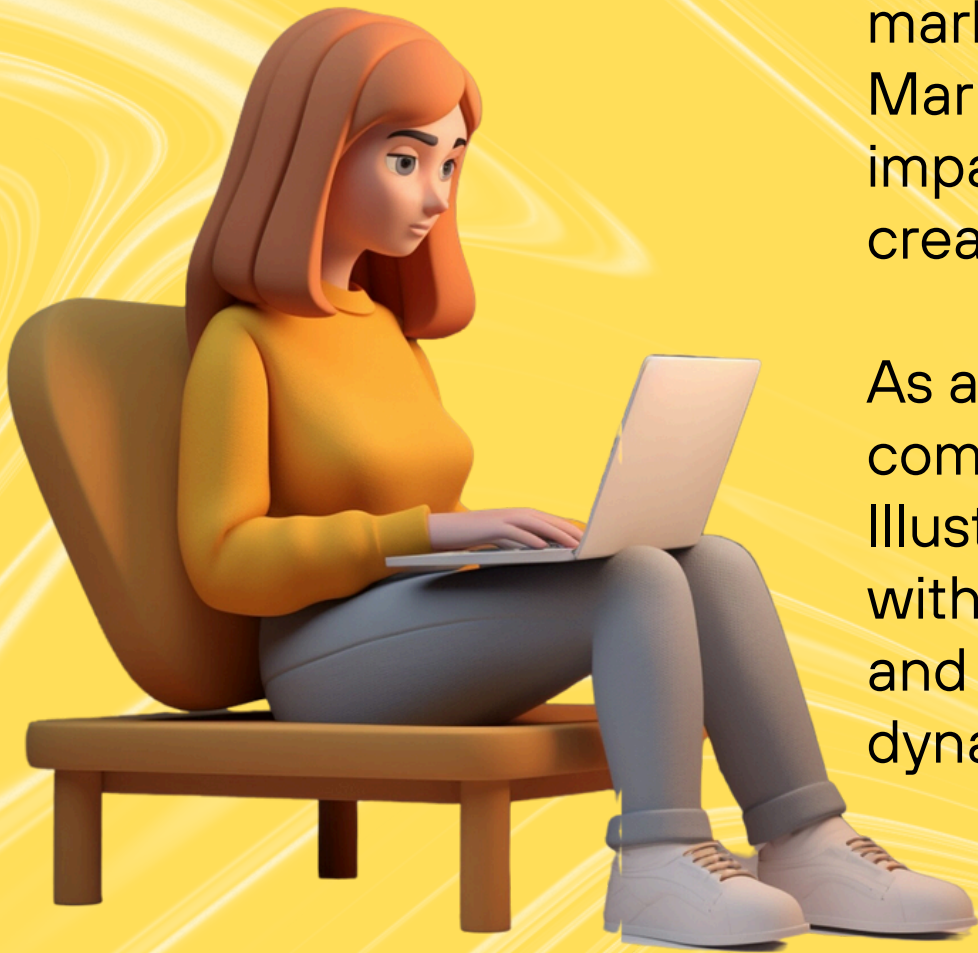
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# About me

I am a passionate and driven individual specializing in digital marketing and graphic design. With a strong foundation in Business Marketing, I aim to integrate digital advancements to drive impactful growth. My leadership skills, coupled with a knack for creativity, enable me to tackle real-world challenges effectively.

As a freelance graphic designer, I bring ideas to life with visually compelling content. Proficient in tools like Adobe Photoshop, Illustrator, and Canva, I ensure that every design project is executed with precision and creativity. I am committed to continuous learning and growth, aspiring to further my education and contribute to the dynamic field of digital marketing.



# Vision & Mission

## VISION

To lead innovation in digital marketing and business, blending creativity and technology to drive growth and set new industry standards as a pioneering business leader.

## MISSION

To deliver impactful digital marketing solutions and business strategies that enhance brand visibility and engagement, while continuously advancing as a leader in the field through learning, creativity, and collaboration.



# Education history

- 10th: Guru Nanak Public School, Pushpanjali, New Delhi
- 12th: Guru Nanak Public School, Pushpanjali, New Delhi
- Graphic Designing Course: ICI Institute, New Delhi



# Skill section

## DIGITAL MARKETING

- Social Media Management
- Content Marketing
- Email Marketing (Via Zoho, CRM)
- Marketing Automation
- Market Research
- Target Audience Analysis

## GRAPHIC DESIGNING

- Corel Draw
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Figma

## MICROSOFT

- MS Word
- MS Excel
- PowerPoint





## COMMUNICATION

- Excellent Verbal and Written Communication
- Interpersonal Skills
- Client Management
- Presentation Skills

## PROJECT MANAGEMENT

- Innovative Thinking
- Problem-Solving Skills
- Leadership Quality
- Team Collaboration
- Productive Planning

## ADAPTABILITY

- Ability to Thrive in a Fast-Paced Environment
- Willingness to Learn New Tools and Technologies

# Career Goals

## SHORT-TERM

- Excel in Digital Marketing
- Complete Higher Education in Business Marketing
- Build a Professional Network
- Achieve Professional Certifications

## LONG-TERM

- Pursue a Ph.D. in Business Marketing
- Lead Innovation in the Digital Market
- Establish My Own Marketing Firm





# Career Objective



To obtain a challenging career in the business industry and contribute to the organization's growth by leveraging my skills in digital marketing and graphic design. I seek a dynamic working environment where I can apply my enthusiasm, punctuality, and career-minded approach to achieve excellence.

# Experience

## Digital Marketing Executive

GlobEDwise, Delhi (Jan 2024 – Aug 2024)

- Crafted compelling email campaigns from inception to distribution.
- Facilitated collaboration between designers, video editors, and stakeholders.
- Generated engaging content for websites, social media, blogs, and promotional materials.
- Leveraged WhatsApp as a marketing channel, executing targeted campaigns.
- Created visually appealing designs using Canva.
- Conceptualized and shot engaging videos for multimedia content strategies.
- Managed social media channels, conducted market research, and implemented data-driven strategies.
- Collaborated with senior team members and departments to align marketing objectives with organizational goals.



↳ Let's collaborate

# Reach Out to Me

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