

## **MAYANK RAIKWAR**

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### **About Me**

I'm a passionate digital marketer with two years of experience in SEO, social media management, and website development. I love helping businesses grow their online presence through effective content, local SEO, and WordPress websites. My goal is to create engaging digital strategies that improve visibility and connect brands with their audience.

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### **Experience**

#### **Digital Marketing Executive**

##### **DIZTAL | Sept 2024 – Present**

- Executed local SEO strategies to improve business visibility.
- Set up and optimized Google My Business profiles for clients.
- Managed social media accounts and created content for Ayurvedic and Home Decor brands.
- Designed and developed 10+ WordPress websites for diverse industries.
- Conducted on-page SEO and keyword research to enhance search rankings.
- Generated leads through Meta Ads for co-working spaces and digital marketing agencies.

#### **Freelancing**

##### **Local | June 2024 - Aug 2024**

- Designed and developed WordPress websites for small businesses and personal brands.
- Created and managed social media marketing strategies for local clients.
- Edited promotional videos and conducted video shoots for marketing campaigns.
- Designed posters and graphics for branding and social media advertisements.
- Ran Meta Ads campaigns to increase client visibility and lead generation.
- Performed keyword research and implemented SEO strategies to improve search rankings.

#### **Digital Marketer & Social Media Manager**

##### **Internspire & Stubbspire | Oct 2023 – May 2024**

- Managed digital marketing campaigns and social media accounts for multiple clients.
- Created engaging content and executed targeted social media strategies.

- Edited and produced videos for marketing and branding purposes.
  - Conducted video shoots for promotional content.
  - Designed posters and graphics for social media promotions.
  - Ran Meta Ads campaigns to drive engagement and generate leads.
  - Performed keyword research and implemented SEO strategies.
  - Developed and optimized websites for various clients.
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## **Education**

**Bachelor of Commerce (B.Com) | DAVV University | 2021 – 2024**

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## **Certifications**

- SEO Certification
  - Digital Marketing Certification
  - Meta Ads Certification
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## **Skills Summary**

- SEO [ On-page, Off-page, Local & Technical ]
  - Google My Business Optimization
  - Keyword Research
  - WordPress Website Development
  - Social Media Management
  - Content Creation & Marketing
  - Meta Ads & Google Ads
  - Lead Generation through Meta Ads
  - Video Editing (Adobe After Effects, Premiere Pro & CapCut)
  - Video Shooting & Production
  - Poster Design & Graphic Creation
  - Bulk Mailing & Messaging
  - Time Management & Creativity
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## **Languages**

- English [ Basic ]
- Hindi