

# Meenakshi Malviya

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## Objective

I am a Digital Marketing with Strong Interpersonal Skills, Highly Creative, and Motivated to help businesses acquire and maintain clients long-time. To use my skills in the best possible way of achieving the company's goals.

## Work Experience

08/2019 – 04/2021, Social Media Marketing Specialist, Versatile Institute of Advanced Marketing, Indore, M.P.

06/2020 - 07/2021, Social Media Marketing Specialist, Smart Media Advertising Agency, Indore, M.P

- Developed and implemented new social media strategies and plans to attract potential clients and increase brand awareness.
- Produced original social media content, assisted in the management of promotional budgets, and coordinated and managed multiple Marketing Interns.
- Created new, more accurate, and efficient marketing metrics, worked closely with Marketing Managers and produced detailed reports.
- Increased the number of followers on Instagram by 400% and on Facebook by 350% within one year and pro-actively participated in team meetings with executives.
- Awarded Employee of the Month for achieving extraordinary results and constantly performing great work.

## Technical Skills

- Facebook, Instagram, Pinterest, Twitter, YouTube, LinkedIn
- Google Analytics
- Paid social media advertising
- Content Writing
- SEO
- Google Docs
- Google Sheets
- Data analytics

## Educational Profile

- **Bachelor of Commerce and banking in** B.COM (HONS) (2018-2021) from Sant Paul Institute of Management Indore Affiliated to DAVV University Indore with 80% aggregate.
- **12th** (2018) from MP board with 81%.
- **10th** (2016) from MP board with 75%.
- Currently Pursuing MBA

## Volunteering

### You can Visit my Client's Work –

Clients Name	Links
Brilliant Higher Secondary School	<a href="https://www.instagram.com/brillianthighersecondaryschool/">https://www.instagram.com/brillianthighersecondaryschool/</a>
EDava Generic Medicine	<a href="https://www.instagram.com/edava_indore/">https://www.instagram.com/edava_indore/</a>
Prashant hotel	<a href="https://www.instagram.com/prashant_hotel/">https://www.instagram.com/prashant_hotel/</a>
The Fly Wings Academy	<a href="https://www.instagram.com/theflywingsacademy/">https://www.instagram.com/theflywingsacademy/</a>

## Personal Skills

- Time Management.
- Problem solving ability.
- Behavioural Psychology
- Customer Service / Community Engagement
- Public Speaking (confidence in front of an audience)

## Declaration

I hereby declare that all the information provided to me in this application is factual and correct to the best of my knowledge and belief.

Date: 21|June|2021

Place: Indore