

Mahima Sareen

Digital Marketing

Chandigarh | mahimasareen10@gmail.com

Summary

I am a Digital Marketer who drives growth through effective and innovative marketing strategies. A motivated team player who consistently aims to push expectations and exceed goals. Always wants to develop a career in a fast-paced environment, and is currently looking for a suitable position with a company that values passion, integrity and hard work.

Work experience

Sebiz InfoTech, Mohali

2019 - Present

Consultant - PPC,

- Collaborated with internal departments to build digital experiences and achieve marketing goals.
- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Measured and report, the performance of all digital marketing campaigns.
- Prepared detailed campaign reports and digital marketing strategies, communicating key findings to senior management.
- Developed paid client ads for use on Facebook, Google, Bing, LinkedIn and managing a \$3000 monthly budget on each platform for a client which drove 1.14 million impressions monthly.
- Maximized strategic approaches by keeping a close eye on performance and making appropriate adjustments.
- Directed successful search engine marketing campaigns that used solid linking, technical and keyword research tactics.

Sebiz InfoTech, Mohali

2019

Digital Marketing Intern

- The support team and work on digital analytics. Make suggestions for areas of improvement.
- Assist with social media posting creation including blog management using Content Management System.
- Work with SEO & SEM tools and platforms to create keyword mapping.

Education

RMS School, Chandigarh

2019

Certificate in Digital Marketing

Topics: Understanding Digital Marketing, Creating Content For Digital Marketing, Email Marketing, SEO, SEM, Analytics and Social media, Using various social media platforms for Digital Marketing, Creating an integrated Digital Marketing Campaign, Lead Management, and Live Project.

BBK DAV College (Women)

2016 - 2019

Bachelors of Commerce

Shri ram Ashram School

2015 - 2016

Higher Secondary Education

Certifications

Google

2019

The Fundamentals of Digital Marketing

This course is designed for a practical understanding of modern marketing and advertising techniques, strategy, and scope in all industries.

Certificate ID: 46D A36 2LR

Google

2019

Google Analytics Individual Qualification

The Google Analytics Individual Qualification covers basic and advanced Google Analytics concepts. This includes planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.

Google

2019

Google Ads Search Certification

Google Ads Search Certification covers basic and intermediate concepts, including best practices for creating, managing, measuring, and optimizing search ad campaigns across the Search Network.

Completion ID: 36353523

Tata Institute Of Social Sciences

2019

Certificate Course in Digital Marketing

References

Available On Request