****

**Shifali Khanna**

shifakhanna173@gmail.com

7018694424

**WORK EXPERIENCE**
 1 Year and 6 months

**Objective**

Secure a challenging position in a reputable organization to expand my learning, knowledge, and skills.

**Education**

**AGE**
24

10th from Army Public School, Yol Cantt, Dharamshala (2011) with **9** (CGPA)
 12th from Army Public School, Yol Cantt, Dharamshala (2013) with **81%**
 B.Tech (Biotechnology) from Shaheed Udham Singh College of Engineering and Technology, Tangori Mohali, Punjab (2013-2017) with **75%**

**AWARD AND ACHIEVEMENT**

•Participated in college fest PANACHE 2016 a technical event held at S.U.S. College of Engineering and Technology as a co-coordinator.

•Participated in PANACHE 2016 held at S.U.S. College of Engineering and Technology in modeling.

• Attended online program at COURSEERA under the topic Stanford introduction to food and health

•Participated in basketball and handball competition at inter-university level.

•Participated in Beauty pageant in 2017 and cleared first round of MISS INDIA 2017.

**TRAININGS**

•Attended four week summer training S.U.S. College of Engineering and Technology conducted from 4th June 2014 to 1st July2014.

•Attended 6 weeks training at Orbit Biotech Pvt. Ltd. on Fermentation:R&D and manufacturing wine and industrial enzymes.

•Attended four weeks summer internship in Verka Milk Plant Mohali.

•Completed Six months internship with National Institute of Plant Genomics and Research, New Delhi on the Project Site directed mutagenesis of At MED15KIX domain for **codon optimization**

**Work Experience**

July 2017 –Dec 2018
**Program Co-ordinator**
Omics International Pvt Ltd, Hyd
 **Program Coordinator at Omics International Private Ltd.**

•Coordinates program related events such as workshops, symposium, national and international events.

•Designing of scientific sessions for the conference. Sending of invitations to professors, Assistant, Associate, from Universities and Directors, Managers, Executive ands and Investors from reputed companies throughout the world.

•Forming organizing committee and scientific squad and top quality scientists on the particular research.

•Planning and execution of all the webs, SEO/SEM, marketing database, e-mail, social media and display advertising campaigns.

•Utilized strong interpersonal and communication skills to serve and influence people.

 **Jan 28-2019 to April 3-2019**

* Advanced Digital Marketing classroom course of 45 days with 15 days of internship with 16 modules and possess skills for SEO, SEM, SMO, Website planning and email marketing.
* Also designed my own website with and writing articles for it.
* Completed 40 hours online course Fundamentals of Digital Marketing unlocked by Google and possess a Google certification.

June 11-2019 to Aug 28-2019

**SEO Executive and Content Writing at Suffescom Solutions Pvt Ltd Mohali.**

* Conducting on-site and off-site analysis of clients’ SEO competitors and promote offsite activities that build ranking ranking profile and traffic.
* Responsible for analyzing, reviewing and implementing websites that are optimized to be picked up by search engines.

**SEO Executive and Content Writer at Jaw Dropping Private Limited**

* Conducting on-site and off-site analysis of clients’ SEO competitors and promote offsite activities that build ranking profile and traffic.
* Responsible for analyzing, reviewing and implementing websites that are optimized to be picked up by search engines.
* Writing niche related content, highly SEO optimized and proper Keyword stuffing.

  Performing ongoing keyword research including discovery and expansion of keyword opportunities

* Optimizing copy and landing pages for search engine optimization.

**January 2020 to June 2020**

* Worked on various content writing projects and SEO projects.
* Improved the ranking of various sites, generating leads, and traffic.
* Writing Quora, Blogs, Micro blogs, Video content with strong understanding of SEO and research skills.
* Worked on various niches such as Jewelry, Technology, Hair care and Fitness and many more.

**Computer Proficiency**

* Word 2010
* Excel 2010
* Power Point 2010

**Languages**

* Hindi
* English

**Personal Interests**

|  |  |
| --- | --- |
| * Dancing
 |  |
| * Travelling
 |  |
| * Reading
 |  |

Birthday: Sep 17, 1995
Gender: Female
Nationality: Indian
Marital Status Single

**Personal Details**

**Declaration**
 I, Shifali Khanna, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.


Shifali Khanna