

AAYUSHI CHAUHAN

Digital Marketing

PERSONAL PROFILE:

I am a goal-oriented digital marketer with an eye for detail, a passion for marketing and improving creative processes, and expertise in public relations.

PROFESSIONAL SKILLS:

- Leadership and Communication
- Team Management
- Risk Management
- Creative and Critical Thinking
- Coaching and Quality Management

CONTACT DETAILS:

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EMPLOYMENT HISTORY:

DIGITAL MARKETING EXECUTIVE

The NineHertz Private Limited
November 2018 - Present

- Managing social media handles and strategy of the website.
- Designing, Content marketing, SEO, SMO, PPC, and SMM.

BUSINESS DEVELOPMENT EXECUTIVE

Emizentech Private Limited
June 2017 - May 2018

- Initiated and planned PR projects for brand awareness
- Set, implemented, and controlled project budgets
- Client interactions, business meetings and other plans for media coverage.

ACADEMIC BACKGROUND:

SANGAM UNIVERSITY

College of Engineering and management science

Event coordinator: Event Tech Mahindra
Art captain
Fund raising manager: YOUNG GIANTS
Editor of college magazine

SOPHIA SENIOR SCHOOL

XII: Science, maths, computer

President of the Craft Club
Assisted school in inter-school debate sessions

CORE SKILLS:

- Problem-solving
- Budgeting
- Proficiency in statistical and design softwares
- Strong leadership skills
- Skilled in time and risk management