

# NISHA SHIKHWAL

DIGITAL MARKETER



## PERSONAL PROFILE

A dedicated and professional digital marketer with decent experience in developing digital campaigns and a desire for a successful marketing career.

## CAREER HIGHLIGHTS

- Assistant Digital Marketer (UCC Tourism Company)
- Intern Digital Marketing (DigiXP)

## CONTACT DETAILS:

Phone: +91-6375140543  
Email: nishsikhwal8@gmail.com  
Jaipur (Rajasthan) - 302020

## MY REFERENCES

Daksh Maheshwari, (LehladakhXP)  
+91-8107904136 | Daksh@lehladakhxp.com  
Sourabh Goyal, (CoreApps Tech)  
+91-8559859173

## CAREER HISTORY

### ASSISTANT DIGITAL MARKETER

UCC Tourism Company, Nov 2018- Jan 2019

- Worked directly with the leaders to create successful digital campaigns
- Assisted in developing the marketing calendar
- Conceptualized new strategies

### MARKETING INTERN

DigiXP, July 2019- Oct 2019

- Updated the company website and social media presence
- Monitored online trends and consumer preferences
- Worked closely with the marketing team

## ACADEMIC HISTORY

### HIMALAYAN UNIVERSITY (PERUSING)

Bachelor of Arts (H) - Psychology, 2019-2021

- Distance Education
- Good Performer
- Member of the Marketing Gurus' Club

### SCHOOLING

Completed Senior Secondary Education, 2018

- Coordinator of the School Fair
- PR Officer of the Student Council
- Member of the Home Science Club
- Volunteer Member of the Fundraising Club