



MUSKAN SAINI

DIGITAL MARKETING EXECUTIVE

CONTACT

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- Eco City, Panchkula, Haryana

TOOLS

- Google Ads
- Meta Ads Manager
- Google Analytics
- Google Search Console
- Canva
- SEMrush
- WordPress
- Buffer
- Facebook ads manager
- Meta Business Suits

CERTIFICATES

- **Advanced Digital Marketing**
Certificate, Webhoppers Academy, Panchkula
- **Diploma in Computer Application**
Certificate, Hartron Skill Centre, Sec-16, Panchkula

LANGUAGES

- Hindi
- English
- Punjabi

PROFILE

Passionate and Creative Digital Marketing beginner with hands-on training of 3 months in SEO, Google Ads, and social media marketing. Eager to apply skills in a real-world setting and contribute to digital growth strategies.

SKILLS

- **Search Engine Optimizatio**
Keyword research, on-page SEO, off-page SEO, technical SEO, and local SEO support.
- **Social Media & Engagement**
Instagram, Facebook, and LinkedIn content creation, scheduling, and audience interaction.
- **Ads & Campaigns**
Google Ads, Meta Ads, campaign setup, ad optimization, and performance monitoring.
- **Graphic Design**
Designed promotional materials using Canva, enhancing visual appeal and brand consistency.
- **Lead Generation & Conversion**
Lead capture, conversion tracking, funnel optimization, and customer engagement.

EDUCATION

- 10th from CBSE Board (2017) (5.6/10)
- 10+2 from CBSE Board (2019) (5.6/10)
- Bachelor of Arts (B.A) (PU)
- Year of Graduation (2022) (6.7/10)
- Diploma in Computer Application (DCA)