BHARTI RATHI

Digital Marketing



<u>linkedin.com/in/bharti-rathi-6141a9115</u>



Introduction

About me

Hello! I'm Bharti Rathi, a digital marketing person passionate about Social Media and SEO Marketing with Google trends and updates. The primary goal is to drive targeted traffic, increase brand visibility, engage with audiences, and generate leads or conversions in planning and executing digital marketing campaigns.

Languages

English

Gujarati

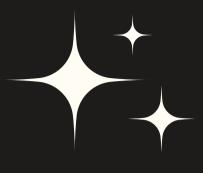
Personal Skills

• Time management

• Active listening

- Problem solving
 - Skill management

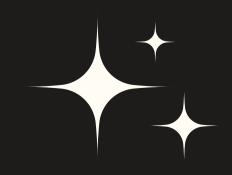
- Team-work
- Creativity

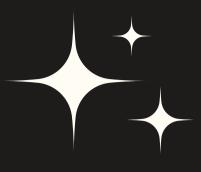


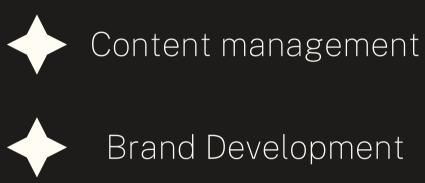
Hindi

Technical Skills











Education



Bachelor of Computer Engineering

2014 - 2018 - SAL Institute Completed Undergraduate Degree of Computer Science in Engineering with 7.9 CGPA.



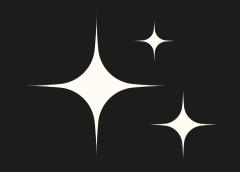
Higher Secondary Certificate

2012 - 2014 - Ganesh VidhyaMandir

Completed my HSC Board in 78% of 12th Science School.

Secondary School Certificate

2012 - Ganesh VidhyaMandir Completed my SSC Board in 86% of 10th Class School.



Experience



Full-Time Job as Freelancer 2019- Till Now



Part Time Digital Marketing Executive : Kriosk Creata LLP. | Jan 2023 - Till Now



Digital Marketing Executive

Shiv Technolabs Pvt Ltd. | Oct 2021 - Dec 2022

Google Ads Keywords, SEO, Social Media Marketing, Client Comunication, Designing



SEO Executive

Intesols Pvt Ltd. | June 2020 - Sep 2021

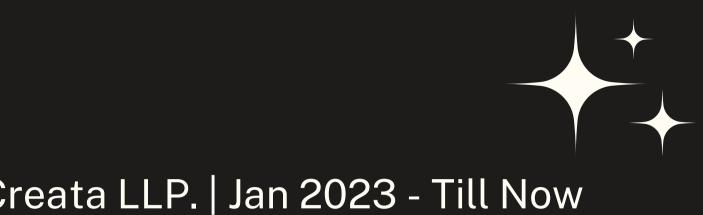
Create on Social Media Posts, Traffic Analysis. Find Keywords, Make Strategy and Implementation. On-Page, Off-Page, and Google Analytics.



Jr. SEO Executive

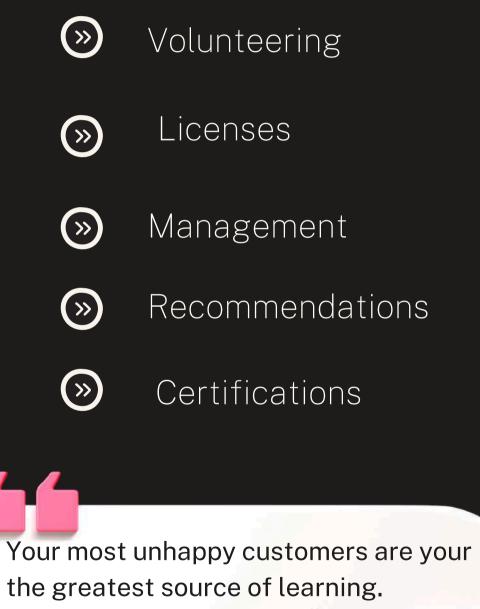
Zaksy Vision Pvt Ltd. | Jan 2019- May 2020

Learn SEO Basic things, worked on keyword research, off-page and PPC Campaigns. Check out some basic SEO tools and make traffic reports.

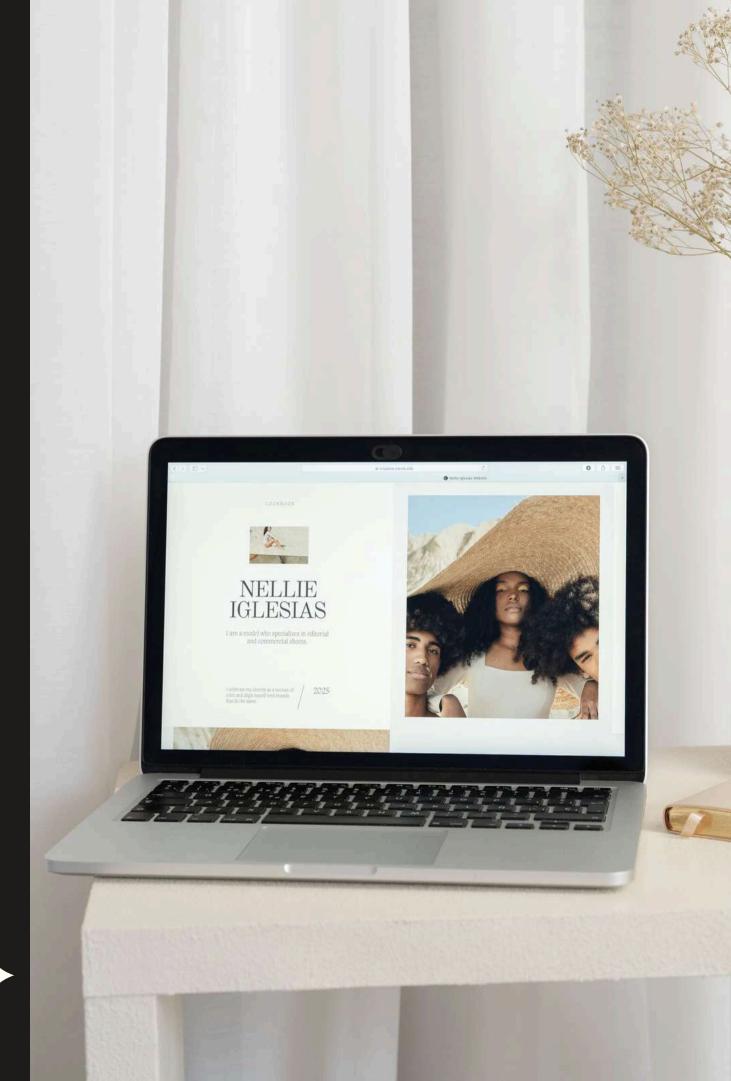




Social Creator



- Bill Gates



Professional Projects



Project: youscorentacar

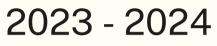
Website audit, on-page SEO, webpage anayalytics, technical issue resolved

Project: BUKS Luxury

Keyword Research, website design and content optimization, Site Development

Project: Rushkar Develop social media pages management, off-page SEO, content creation, design strategies



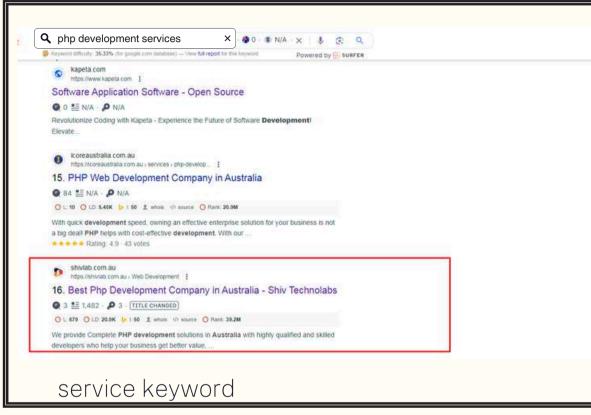


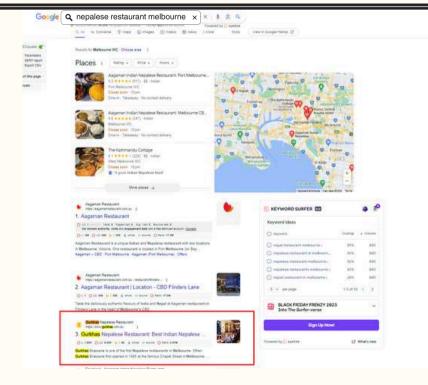


Project: Cloud8

Blog optimization, backend development, paid ads, marketing optimization

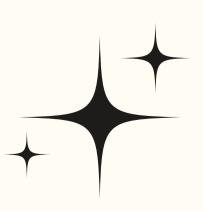
SEO





business keyword





Meta/Social Media Ads



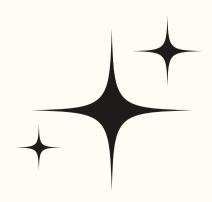
Reach: 18K Visitors: 998 **↑** Impression: 52K Followers: 250 **↑** start new goal 1 Export -Instagram reach 4.7K ↓ 56.5% 18.0K + 36.6% 4.000 0 Dec 1 ar 21 Jun 10 Jun 20 Jun 20 Lab 0 LExport . Visits Facebook visits Instagram profile visits 435 + 3635 244 - 105 30 MMMMM muchten 10 & Export • Facebook Page new like 23+1 51 + 20.8% Se Overvie A Results a Audienc Messaging 29. Benchmarkin 🛓 Expert 🔹 (Overview Paid reach (224,611+15 545,467+225 III Content El Perform 3 Benchmark Audience Loyalty () s etention Garriery a ③ V deos Paid reach - Amount spent

Reach: 16.5K **↑** Visitors: 2.3K Impression: 25K Followers: 1048 Instagram reach • 5.1K + 333.6% 16.5K + 120% 0 Aup 1 Sep 20 Visite Facebook visits # 2.3K + 135.0% 744 + 273.9% ole Overvie Bench Facebook follows instagrad 63 104 + 13335 (i) Overvie III Content Earrings (\$) Videos Ad trends Paid reach ① Paid impressions (18,582 + 100 39,537 + 100s - Paid reach - Amount sper 8 2 135 60

£

: komalhealthcare

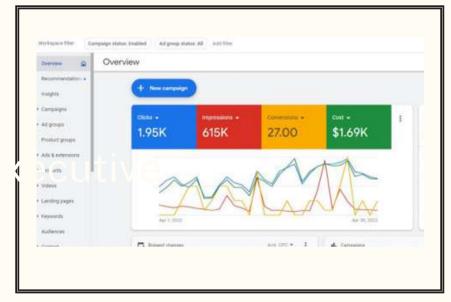




SMO / Google Ads PPC

Recommendations	SEA	RCH KEYWORDS	NEGATIV	E KEYWORDS	SEARCH TERMS	AUCTION INSIGHTS			
Ad groups	Ŧ	ADD FILTE	R			III		[]	
Ads & extensions						11		LIPWA	
Landing pages		Search term	Match type	Added/Excluded	Ad group	Exc	el.csv		
can novig pages	Tota	l: Search te 🖑	1			.05	r .		
Keywords		farmhouse wall shelf	Broad match	None	Farmhouse Shelves	.tsv .pd			
Dynamic ad targets		galvanized farmhouse wall shelf	Bro d mar h	lone	F m cuseS e ts	by.			
Audiences		rustic farmhouse shelf	Phrase match (close variant)	None	Farmhouse Shelves	,Xh	d ogle Shee	ite	
Demographics		slim farmhouse dining table	Phrase match (close variant)	None	Farmhouse Dining Tables		ail now	14.0	
Settings		kitchen farmhouse cabinet	Phrase match (close variant)	None	Farmhouse Cabinets		iedule		
Locations Ad schedule		farmhouse shelves	Exact match	🗸 Added	Farmhouse Shelves	Mo	re option	5	

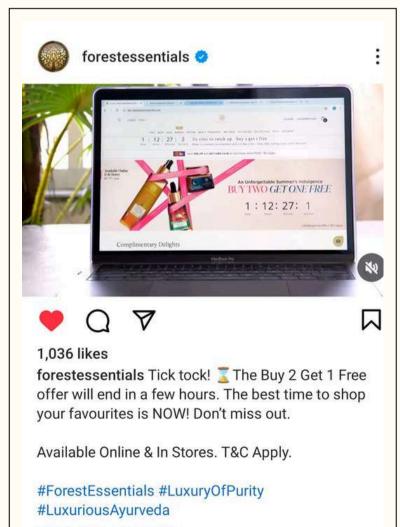
search campaign.



performance tracking.

Social Media Pages:

- likes
- engagement
- post
- content
- calendar
- followers
- hastags

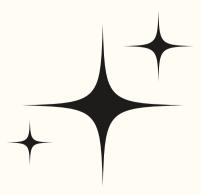


View all 11 comments

Ad gro	oups										
40		A	~~~	6	~~	~~			A	\mathcal{A}	V
	1, 2021 At Excuse status	: Enabled, Paused	Ad group name contains		DD FILTER						
	Ad group	• Enabled, Paused	Default max. CPC	Cost	DD FILTER CTR	ų Clicks	impi.	Avg CPC	Conversions	Cost/cone	Come rat
+	Arl group Haber Arl group Diversess Cars - Exect		Default			4 Clicks 922	imps. 6,538	Avg. CPC \$1.57	Conversions 180.00	Cost/conv SR 14	Cone.rat 19.21
+	Ad group Ad group	Status	Default max. CPC	Cost	CT8						
• • • •	Ad group status Ad group Uversess Cars - Exact Oversess Cars -	Status Eligitie	Default must, CPC \$1.58	Cost \$1,465.97	CTR 14.26%	932	6,538	\$1.57	100.00	\$8.14	19.21
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CPC, bidding.





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108 comments 72 shares

Content Marketing:

Some examples of Blog / Content:

• Website Story:

 https://sugermint.com/low-cost-businessideas-that-can-earn-you-big-bucks/

• Blog Content:

https://sites.google.com/view/coronavirusa ndjoblife/

• Food Product and Recipe:

https://geniefoodgroup.in/product/premiu m-oragano-seasoning-100g/



Thank You...!!

Let's Work Together...

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