

BHARTI RATHI.

Digital Marketing



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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

Hindi

Personal Skills

- Time management
- Problem solving
- Team-work
- Active listening
- Skill management
- Creativity

Technical Skills



Web Design



Digital Campaign



Content management



UI/ UX Design



Social Media / SEO



Brand Development

Software Tools



photoshop



canva



meta



google ads



google analytics



seo



hootsuite



ahref

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 Creato LLP. | Jan 2023 - Till Now



Digital Marketing Executive

Shiv Technolabs Pvt Ltd. | Oct 2021 - Dec 2022

Google Ads Keywords, SEO, Social Media Marketing,
Client Communication, 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.



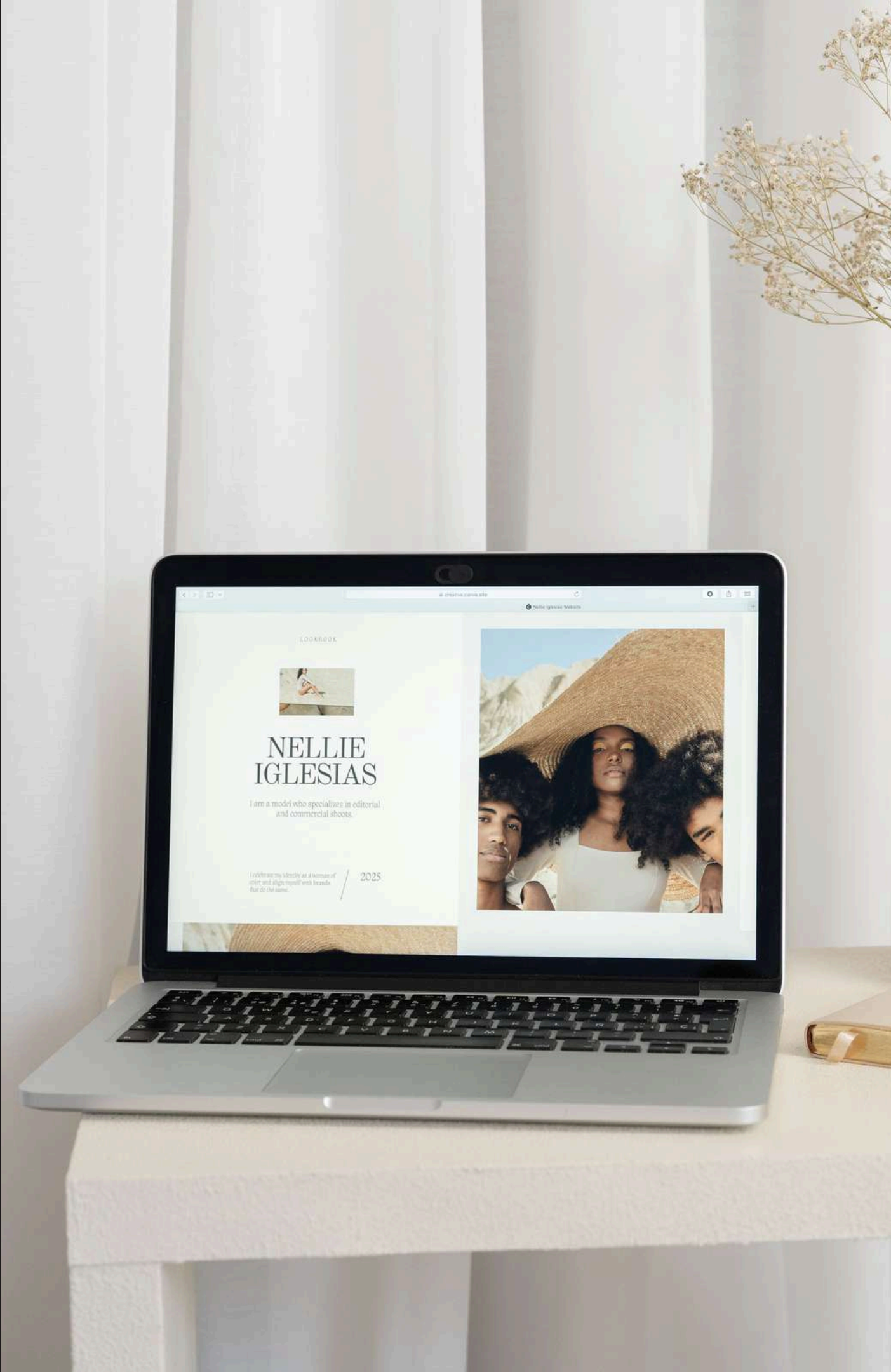
Social Creator

- » Volunteering
- » Licenses
- » Management
- » Recommendations
- » Certifications

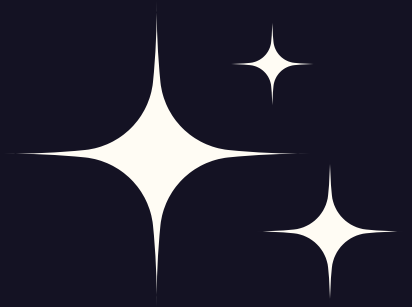


Your most unhappy customers are your
the greatest source of learning.

- Bill Gates



Professional Projects



2019 - 2020



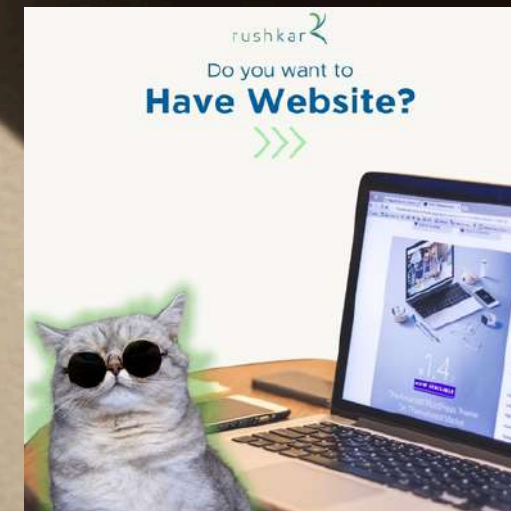
Project: youscorentacar
Website audit, on-page SEO,
webpage analytics, technical
issue resolved

2020- 2021



Project: BUKS Luxury
Keyword Research, website design
and content optimization, Site
Development

2022 - 2023

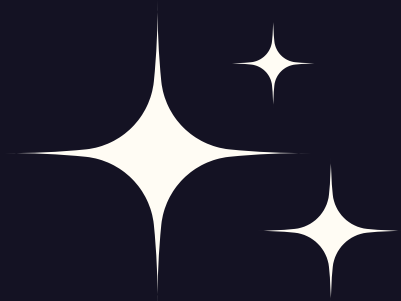


Project: Rushkar Develop
social media pages management,
off-page SEO, content creation,
design strategies

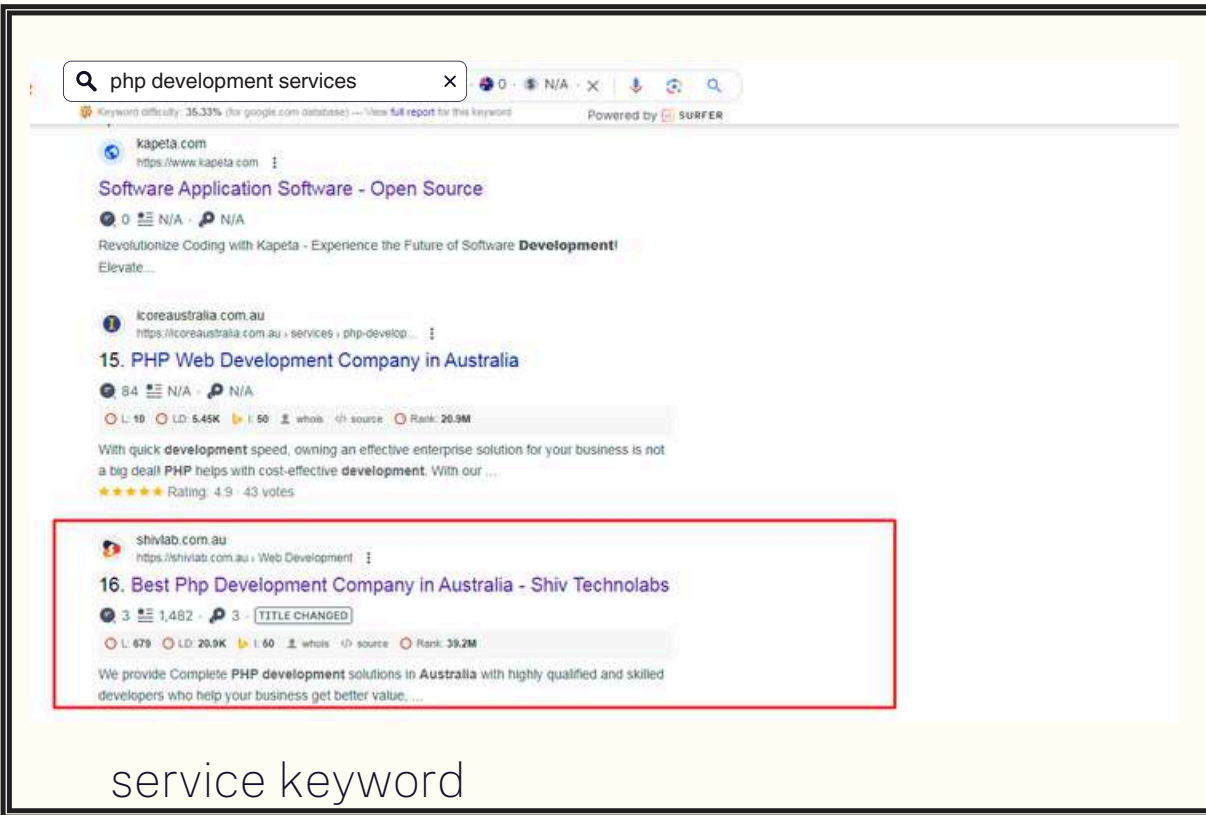
2023 - 2024



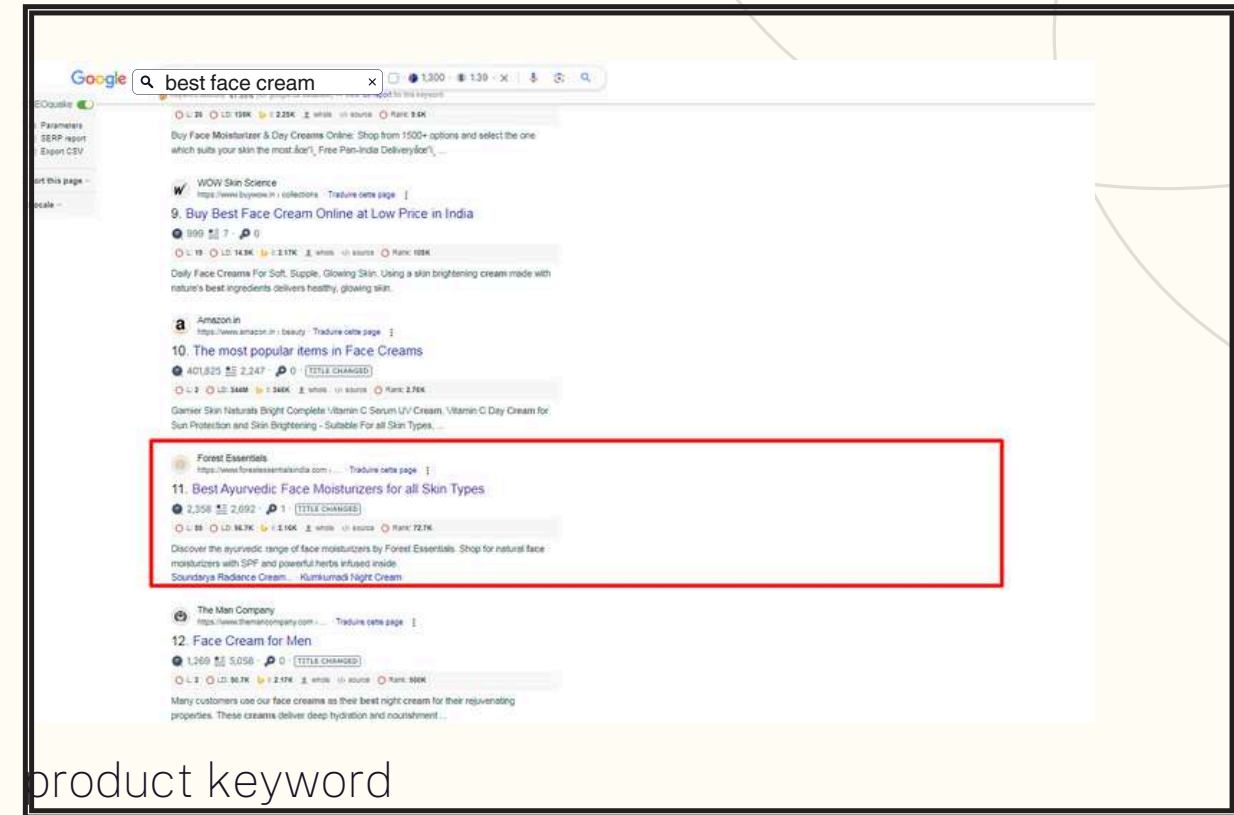
Project: Cloud8
Blog optimization, backend
development, paid ads, marketing
optimization



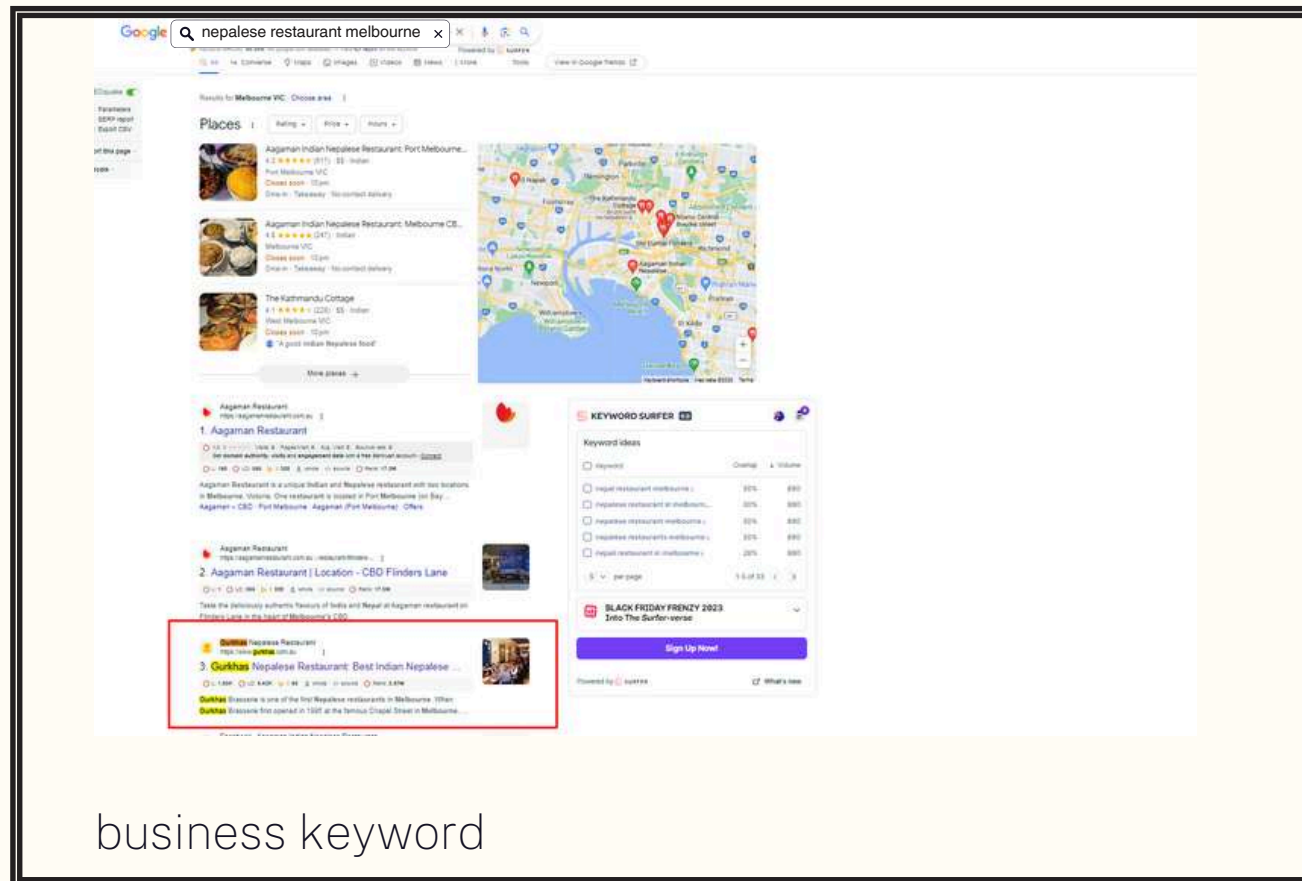
SEO



service keyword

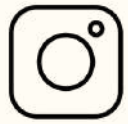


product keyword



business keyword

Meta/Social Media Ads



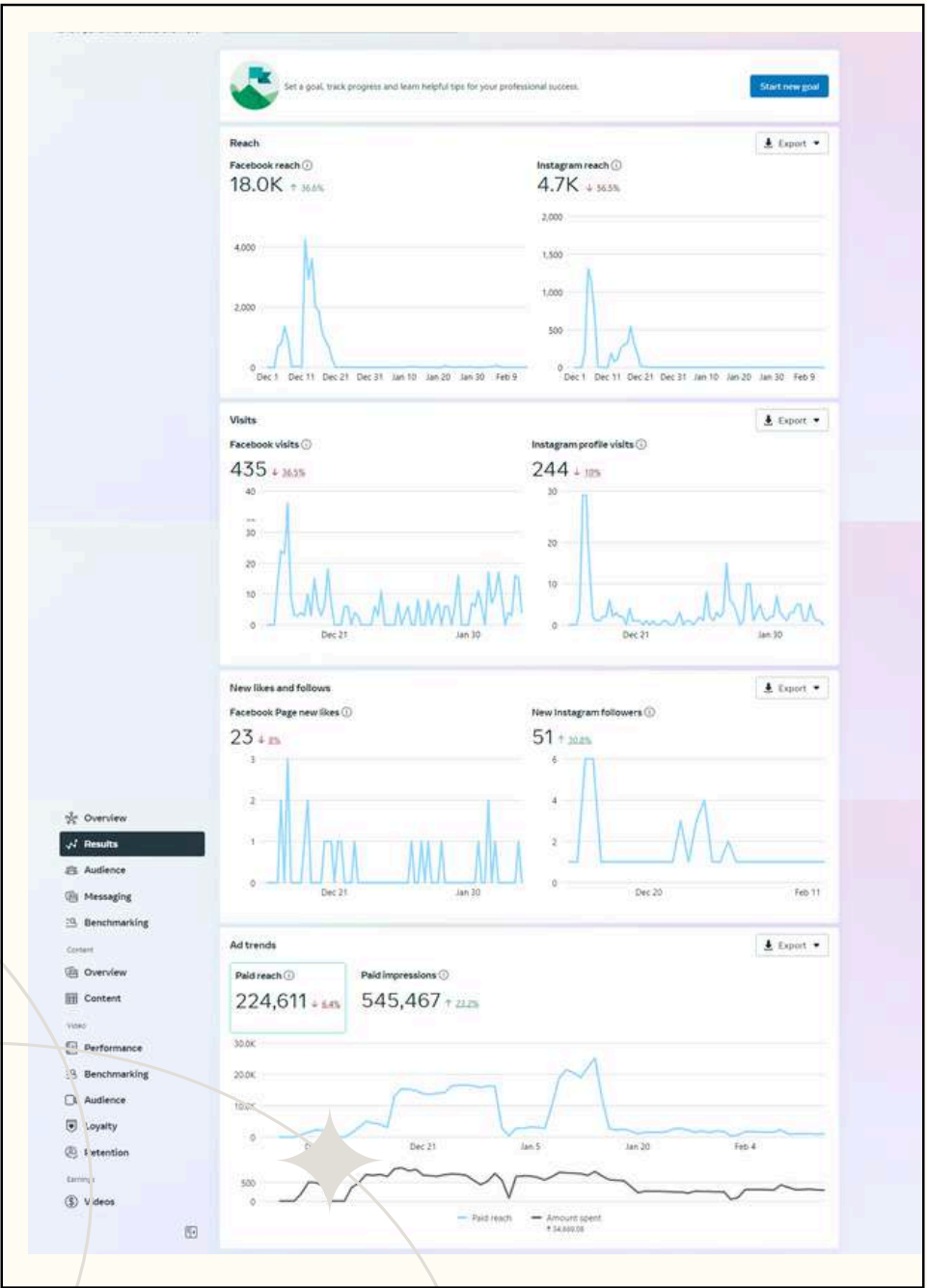
: excuzio_decor

Reach: 18K ↑

Visitors: 998 ↑

Impression: 52K ↑

Followers: 250 ↑



: komalhealthcare

Reach: 16.5K ↑

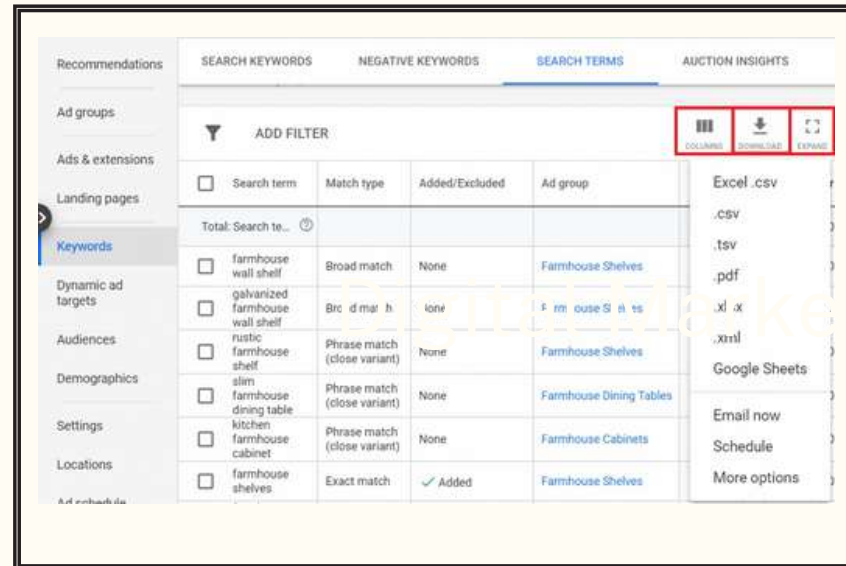
Visitors: 2.3K ↑

Impression: 25K ↑

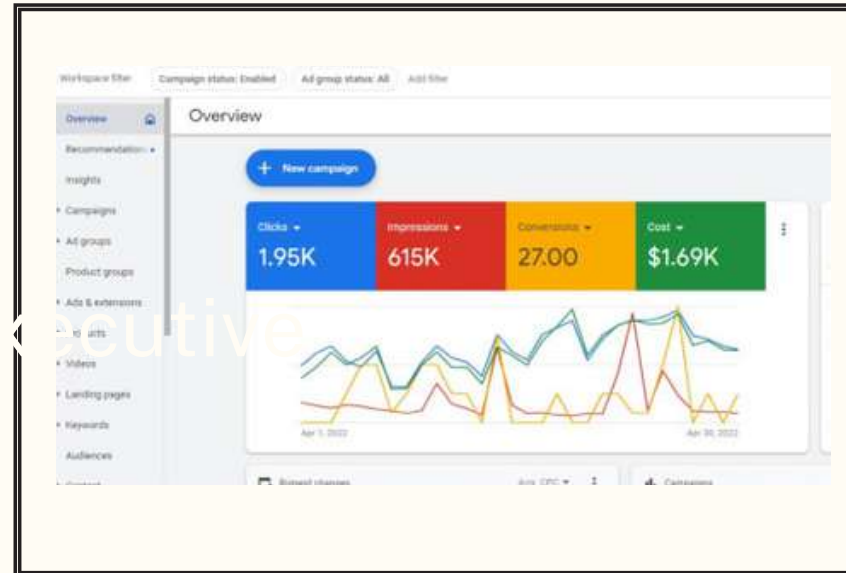
Followers: 1048 ↑



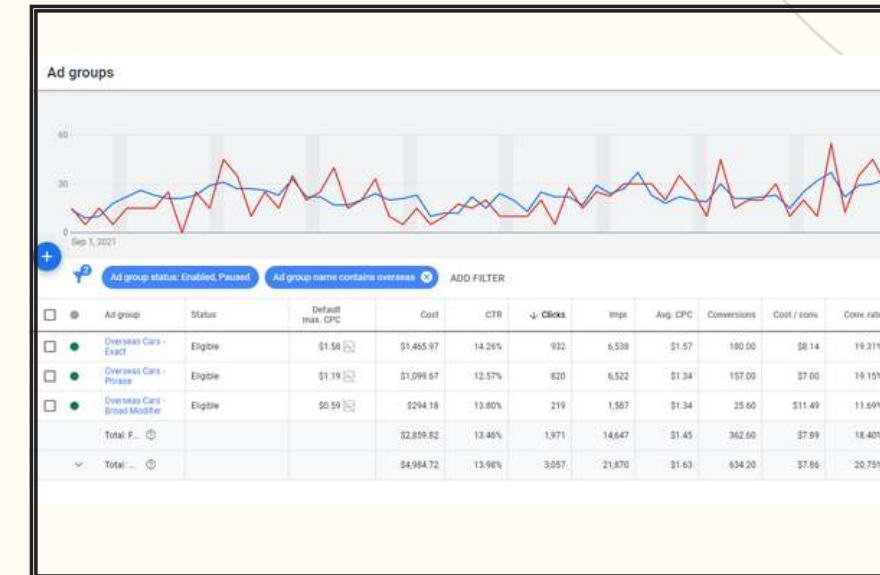
SMO / Google Ads PPC



search campaign.



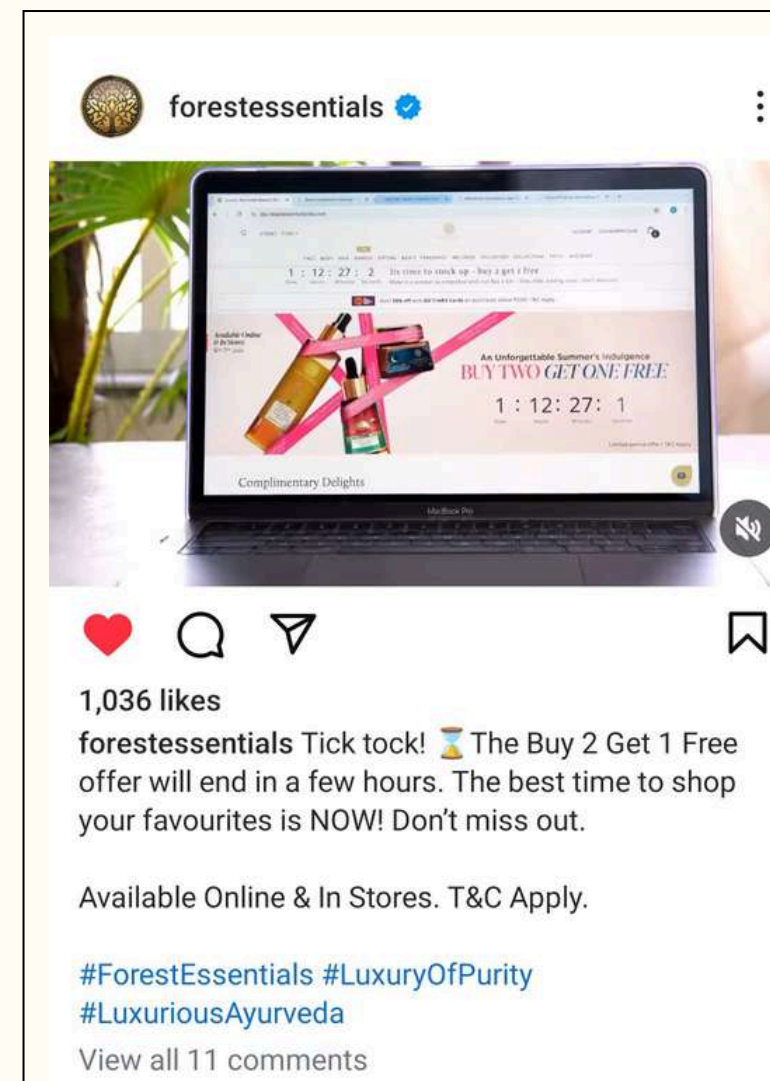
performance tracking.



CPC, bidding.

Social Media Pages:

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



Content Marketing:

Some examples of Blog / Content:

- **Website Story:**
<https://sugermint.com/low-cost-business-ideas-that-can-earn-you-big-bucks/>
- **Blog Content:**
<https://sites.google.com/view/coronavirusandjoblife/>
- **Food Product and Recipe:**
<https://geniefoodgroup.in/product/premium-oragano-seasoning-100g/>



Thank You....!!



Let's Work Together...



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