



JHANKAR TRIVEDI

Digital Marketing Executive

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LinkedIn Profile:

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Medium Profile:

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Functional Skills

- Verbal Communication
- Team Work
- Flexible
- Problem Solving
- Critical Thinking
- Analytical Skills

Tools I've Worked On

- Mailchimp
- Mailerlite
- SEMrush
- Ahrefs
- Google Analytics
- Google Search Console
- Google Adwords
- Sniply
- Notion
- Zoho
- Publer
- Jasper.ai
- Canva
- CMS - Wordpress

WORK EXPERIENCE - 2.5 Yrs

WRAPPIXEL, FORTUNE CREATIONS (OCT 2021 - SEPT 2022.)

- **Email Marketing** – From ideation, and building landing pages to A/B tests, measuring and reporting campaign performance.
- **Outreach and Lead Generation** – Contacting targeted audience by mail, social media, Github, Discord, Reddit, and other platforms in order to generate leads.
- **Content Creation** – For product pages, guest posting, and blogs

FULLESTOP, GIPL - JAIPUR (DEC 2018 - MAY 2020)

- **SEO** – Worked on 10+ projects from different niches. Major tasks were basic and technical audit of websites and implementing changes, integration and checking GA and GSC, setting keyword strategy, sending month-end reports
- **SMO** – Managed 9+ accounts on multiple platforms. Major tasks were idea generation, coordinating with the design team, publishing posts, improving engagement, campaign preparation, hashtag strategy, and reporting to clients.
- **Google Ads** – Worked on 2 projects. Creation of ad copies, segmenting target market, assisting in remarketing campaigns, keeping track of campaigns, and reporting.
- **Link Building** – Same as SEO projects. Generating high-quality backlinks by guest posting, business directory listing, PR submission, image/video submission, blog/article sharing, broken-link building, and other methods.
- **Content Writing** – Used to write articles for guest posting

EDUCATIONAL BACKGROUND

- **Secondary:** 80.17% 2013-14
Rajasthan Board of Secondary Education (RBSE)
- **Senior Secondary:** 77.4% 2015-16
Central Board of Secondary Education (CBSE)
- **Graduation:** 57.39% 2017-2020
Bachelor of Commerce from University of Rajasthan, Jaipur
- **Masters of Business Administration:** 8.9 CPI
2020 – 2022– Major in Marketing
LJ Institute of Management Studies, Ahmedabad

CERTIFICATIONS & ACHIEVEMENTS

- Google Ads Search Certification from Google Digital Academy (Skillshop)
- Social Media Marketing Course by Hubspot Content Writing from Udemy
- 1st position in Marketing Hackathon held at LJIMS by Pented Learning App.
- Rajasthan State Certificate of Information Technology
- 1st position in Inter School Drawing Competition held by Bharat Vikas Parishad

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