



# EESHA MINOCHA

Digital Marketing Specialist

## Phone

+91 8360013282

## Email

eeshaminocha29@gmail.com

## Linkedin

<https://www.linkedin.com/in/eesha-minocha-b53101b9/>

## About Me

Results-driven digital marketer with 4+ years of experience in the IT and digital marketing industry, specializing in social media marketing, content strategies, influencer outreach, and branding. Proven expertise in driving engagement, generating leads, and creating impactful digital campaigns to achieve business objectives.

## Skills

- Social Media Marketing & Management
- Content Creation & Marketing
- SEO & Branding Strategies
- Influencer Marketing & Outreach
- Google Analytics 4
- Paid Ads & Email Marketing
- Client Relationship Management
- Copywriting & Story writing

## Reward

- Achieved star performer award twice for delivering high-quality content.
- Garnered positive feedback from clients and recognition

## Certifications

- Social media certifications, Keywords Analysis, SEO beginner, GA4 beginner certification, Keyword Research (Google)
- Digital Marketing Course (Simplilearn)

## Languages

English      Punjabi  
Hindi

## Experience

### Digital Marketing Specialist Wing Assistant (Remote)

Jan 2025– Present

- Managed influencer marketing campaigns and conducted effective outreach to boost brand collaboration.
- Oversaw content marketing strategy, creation, and publishing across multiple digital platforms.
- Handled end-to-end content management including planning, editing, and performance tracking.

### Social Media and Content Creator Freelancer– Remote

Jan 2024– Dec 2024

- Developed innovative social media marketing strategies tailored to client needs.
- Curated and created high-quality content for various digital platforms.
- Managed social media accounts, ensuring growth in followers and engagement.
- Collaborated with food chains to curate engaging campaigns and drive customer engagement.

### Grazitti Interactive Panchkula– Haryana

July 2021–Dec 2023

- Executed social media marketing strategies to enhance brand presence across platforms.
- Interacted with clients to understand and fulfill their marketing needs effectively.
- Implemented organic lead generation through LinkedIn.
- Developed and optimized SEO strategies to improve website rankings.
- Managed social media platforms including content creation, scheduling, etc.
- Worked on Social Media tools: Hootsuite and Sprout Social Buffer. Familiar with Paid Ads
- Crafted & Implemented SEO-optimized content (keyword-rich writing strategies) to boost website rankings and drive targeted organic traffic.
- Created engaging blog posts, social media content, and email newsletters.
- Planned and implemented email marketing strategies to boost conversions.
- Executed social media marketing campaigns to align with business objectives.
- Designed effective content strategies to enhance engagement and reach.
- Utilized SEO strategies to improve website visibility and drive organic traffic through social media channels. (Worked on tools like Semrush & Ahrefs)

## Education

PG Diploma in Mass Communication

May 2020–June 2021

Panjab University, CHD

Bachelor of Arts, Panjab University, CHD

July 2017– Apr 2020