



AVLOKITA SAXENA

Personal Profile

Enthusiastic Digital Marketer with expertise in search engine optimization, usability testing and user experience design. I have a passion for understanding why and how people interact with things on the web. My objectives in any work environment are to help generate more business and revenue through paid search & other digital marketing methods.

Get in touch!

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Pocket B-145 Sarita Vihar, Delhi - 110076

Academic History

SRMS College Engineering, Technology & Research, Bareilly, Uttar Pradesh
Bachelor of Technology (ECE), (AKTU) | Aug 2013 - Aug 2017

Certifications

- Google Analytics
- PERL & SCILAB Organized by IIT Bombay
- Digital Marketing
- Social Media from HubSpot Academy
- Google Search Ad
- Google Display Ad
- Google Video Ad
- Research Paper on Swarm Robotics

Awards Received

- Most Outstanding Employee of the Year, Superwell Services Private Ltd. | 2017
- Quality Shining Employee of the year, Superwell Services Private Ltd. | 2018 & 2019
- Won several Prizes in various Inter and Intra level Singing, Dancing & Literary events at School & College Level
- Special Effort in National World-Wide Cancer Control Program

Work Experience

Digital Marketing Freelancer

April 2019 - Present

- Website creation of Digi-Techno Virus.
- Video marketing for Digi -Techno Virus.
- Developed and managed digital marketing campaigns.
- Created SEO strategies, techniques, and tactics which helped to get a 20 % more traffic.
- Ideate and produce the content required for the channel.
- Assist in managing, executing and growing the social media channels.
- Prepared interactive strategic digital marketing plan.
- Promote content on social media handlers.
- Did on-page & off-page optimization.
- Worked on promoting the videos and content on YouTube channels.
- Designed marketing materials which resulted in growth 10 % visitor to increase in-store brand visibility & exposure.

IT Analyst

Team Computers Pvt. Ltd. | Nov 2019 - Present

- Conduct day-to-day project coordination, planning, and implementation across multiple teams.
- Create functional and technical application documents.

Research Analyst

Randstad India Pvt. Ltd. | Mar 2019 - Oct 2019

- Managed complex projects from start to finish.
- Collaborated with other designers.
- Translated requirements into polished, high-level designs.

Software Solution Engineer

Superwell Services Pvt. Ltd. | Aug 2017- Mar 2019

- Managed user accounts, user rights, file/folder permission and system policies on the server.
- Configured and troubleshoot office outlook, Skype and outlook updates that will block certain attachments once installed.
- Troubleshoot routing, switching, configuration issues and network performance/failure issues.

Skills

- Social Media Management
- Digital Advertising
- Digital Marketing
- Email Marketing
- Search Engine Optimization
- Content Writing
- Website Analytics
- CCNA & CCNP
- HTML, CSS & Bootstrap

Tools

- Google Adwords, Analytics & Keyword Planner
- Invideo, Figma, Photoshop & Canva
- VMware Product & EMC Storage Product
- Semrush, Buffer & Adobe Illustrator
- MS-Word & MS- Excel
- Citrix & Webex
- TeamViewer & AnyDesk
- Kaseya, Sapphire, CRM, APN & Talisma
- CorelDRAW, Visual Studio Code & Wix