



PROFESSIONAL SUMMARY

Project Manager with a rapid promotion at Mendica Infotech after excelling as a Digital Marketing Executive. Experienced in client handling, scoping, sprint/task planning, and guiding teams to deliver marketing and web projects on schedule. With an MBA background, I bring structured problem-solving and business acumen to translate goals into technical tasks. Skilled across SEO/SMO, content, GMB, Meta ads, and basic front-end (HTML/CSS/Bootstrap). Trusted by clients for proactive communication and by teams for organized support.

EDUCATION

Teerthankar Mahaveer University

Master's Degree in Business Administration
2021 – 2023

Dr. Harisingh Gour Central University

Bachelor's Degree in Business Administration
2017 – 2020

SKILLS

- Strong organizational and time-management skills
- Clear communication and interpersonal skills
- Ability to work independently and in cross-functional teams
- Committed to quality, efficiency, and timely delivery
- SEO (on-page, off-page, backlinking, keyword research)
- SMO and Google Business Profile (GMB) optimization
- Meta Ads (Facebook & Instagram) and Google Ads
- Content creation and copywriting (blogs, landing pages, creatives)
- WordPress and Canva
- HTML, CSS, Bootstrap, and basic JavaScript
- Google Analytics and Google Search Console
- Creativity, problem-solving, and client handling

CERTIFICATIONS

- Digital Marketing Certification – Digiperform, Noida
- Certificate in Leaders of Learning (Human Resource Management) – Teerthankar Mahaveer University
- Certificate in Blockchain in Finance – Teerthankar Mahaveer University
- 3-Month Certification in Computer Applications – Mahaveer Computers, Sagar
- 4-Month Certification in Tally ERP 9.0 – Success Tally Academy

PROFESSIONAL EXPERIENCE

Project Manager

Mendica Infotech Pvt. Ltd. | Feb 2024 – Present

- Act as the primary client point of contact; translate business requirements into clear project scopes, timelines, and deliverables.
- Plan sprints and allocate tasks across design, development, and marketing; track progress, remove blockers, and ensure on-time, in-scope delivery.
- Lead the digital marketing function—align SEO/SMO, content, GMB, Meta Ads, and Google Ads with client goals and brand guidelines.
- Oversee website and landing-page builds; enforce responsive UI/UX and SEO hygiene, providing hands-on support in HTML/CSS/Bootstrap when needed.
- Run weekly reviews and performance reporting using GA4/GSC and ad platform dashboards; recommend data-driven optimizations.
- Implement quality checks (content, SEO, UI) and change-control; manage risks and stakeholder expectations.
- Mentor team members, standardize SOPs, and improve execution quality and turnaround times.

Digital Marketing Executive

Mendica Infotech Pvt. Ltd. | May 2023 – Jan 2024

- Handled SEO (on-page, off-page, keyword research, backlinks) and improved website rankings.
- Managed SMO campaigns and created creatives/copies using Canva.
- Ran Meta Ads and Google Ads campaigns, optimized targeting and budgets.
- Wrote and optimized blog/website content for better visibility.
- Built static websites and landing pages with HTML, CSS, Bootstrap.
- Optimized Google Business Profile (GMB) for local reach.
- Coordinated with team and clients for updates, reports, and feedback.

Business development executive

Property Gully Pvt. Ltd. | Feb 2023 – April 2023

- Conducted successful cold calling campaigns, consistently surpassing monthly lead generation targets.
- Effectively communicated property benefits, market trends, and investment opportunities to clients.
- Implemented innovative sales strategies that contributed to a notable increase in the company's overall revenue.
- Maintained accurate and up-to-date records of client interactions and transactions.