

Khushi Shukla

Marketing Enthusiast

To build a career in Marketing, exploring the various prospects in the field of Marketing with primary strength being in the area of Digital Marketing, Sales & Market Research. Motivated to learn, explore and contribute to challenging projects.



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EDUCATION

MBA in Marketing IBS Bangalore

06/2022 - Present

5.9 CGPA

Specialization

- Major in Marketing and Minor in IT/OPS

BBA (G)

D.A.V. Institute of Management (M.D. University), Faridabad

06/2018 - 06/2021

58.31%

XII (Senior Secondary)

St. John's School (CBSE), Faridabad

03/2017 - 03/2018

53.60%

X Std

St. John's School (CBSE), Faridabad

04/2015 - 03/2016

74.10%

WORK EXPERIENCE

Digital Marketing Intern

ODigMA Consultancy Solutions Private Services

02/2023 - 05/2023

Bangalore

ODigMa's a full-service digital marketing agency in Bangalore designing digital experiences for large and small businesses. Aquired by Infibeam in 2014.

Achievements/Tasks

- Creation of Off Page SEO's & SEO Audits
- Worked on SEO tools (SEOquake, SEO Pro Extension, Screaming FROG SEO spider)
- Optimizing Website Content
- Creation of Product Schema
- Evaluation of DA, PA, and SS scores
- Client coordination for specific requirements
- YouTube & On Page Optimization
- Coordination with different teams to achieve a common target

Contact: Devjeet - 8292824888

SKILLS

Digital Marketing

SEO

SAP HANA

MS- Excel

MS-Office

Leadership

Creativity & Problem Solving

Communication

Time Management

Public Relations

PROJECTS

Digital Visibility Boost: A Comprehensive SEO, SEM, and Social Media Marketing Initiative

- During my internship, I successfully completed this SEO project for various clients.

Internet Banking Services of Public Sector Banks: "Challenges & Opportunities During COVID"

- Conducted a comprehensive study and research on "Challenges & Opportunities During COVID" in the Internet Banking Services of Public Sector Banks, and synthesized valuable data insights.

A Study of the Marketing Mix of Maruti Suzuki

A Study on Customer Satisfaction Towards Royal Enfield Bikes

ACHIEVEMENTS

Digital Brand Ambassador at ICFAI Business School (IBS), Bangalore (Content Creation, Blogging)

CERTIFICATES

Digital Marketing Fundamentals Course by Simplilearn

Introduction to IOT by CISCO

Blockchain Basics by Coursera (University at Buffalo)

Machine Learning by Coursera (Sungkyunkwan University)

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

INTERESTS

Dancing

Sketching

Traveling

Fashionista