

Anisha Dutta

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Social media marketing

- I am a graduate in advertising from MIT University Pune and a self-starter professional with 2 year of agency and freelancing experience in Social media marketing and Digital marketing. I have successfully completed client goals and increased organic as well as paid revenue for startups and experienced companies in the tech, lifestyle, beauty, health, and educational sectors. I am inquisitive to further implement my experience and creativity to constantly grow with your company and create valuable results.

Work Experience

Freelancing in Digital Marketing and B2B market research Jan 2021-present
Fiverr

- Freelancing for Mnm Media agency - notable brands (Marriott Mahabaleshwar, Kwality, fern)
- Ranked gig on the first page and increased leads by 60% in a month with a 5-star rating.
- Independently completed end-to-end social media marketing, copywriting and content for various brands and services.
- Started sales by independently completing ad copies and marketing emails for a USA cosmetic startup company.

Social Media Marketing July - October (2021)
Brandshark

- Projects worked on- Aloha, Chipedge, Intone, Housewise & MyMuse.
- Managed and led Social media for 4 brands and boosted brand reach on Insta, Fb, LinkedIn, GMB, and Twitter.
- Written, designed and optimized original social media content, copywriting, Ad campaigns, trending stories, reels, polls through Crello, Canva, photoshop etc
- Completed SEO optimization, SEO writing and various online promotions.
- Scheduled, analyzed KPI tools for digital growth and managed the team as well as multiple clients for daily targets until client satisfaction in a fast-paced agency environment.
- Increased traffic, sales, influencer requests and also engaged with an audience of 12000 followers and solved queries.
- Doubled up to 100% followers in a month.

Copywriting Jan 2019-Mar 2019
Social Stardom Pune

- Completed website content, and persuasive ad copies on design, tech, and lifestyle.
- Learned teamwork, research and solved challenging problems.

Education

Bachelor of Journalism and Mass communication B.J.M.C 2017-2020
MIT International School of Broadcasting and Journalism Pune

- Specialized in Marketing and Advertising.

ISC (Humanities) 2017

Hard Skills

- Digital marketing, social media, communication skills, critical thinker, content creation, SEO, design, MS Office (excel, ppt, word), Wordpress, Business strategy, Keyword planner, Google/Social media analytics, Google adwords, hootsuite, Social pilot, Crello, Canva, photoshop, web and market research.

Soft skills

- Consumer psychology, visual creativity, entrepreneurial mind, problem-solving, hard-working, empathy, community management, adaptive and goal driven.