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Delhi, India

Education

Master's in commerce (M.com)

AUG 2020 – JUNE 2022
National Post Graduate College

Bachelor's in commerce (B.com)

Lucknow University
AUG 2017 – JULY 2020

Expertise

- Performance Marketer
- Social Media Paid Marketing
- Google Ads
- Facebook Marketing
- Wordpress
- Social Media Optimization
- Search Engine Optimization
- Content Creation
- GMB

Certifications

Digital Marketing certification

Digital Deepak

CCC certification

NIELIT

O-Level certification

NIELIT

Pragati Goel

Performance Marketer

Social media marketer with 3.5+ years of experience in creating, implementing, and optimizing social media strategy for companies and brands. Relentlessly focused on generating revenue through the use of social media. Ready to bring this energy and commitment to my new journey.

Experience

Dec 2022 - Present

JAI VEERU CREATIVES

Performance Marketer

- Created comprehensive **social media strategies** encompassing various channels and tactics, such as creating organic content.
- Managed and strategized **advertising budgets**, for ads worth **3 lakhs per month**, for different channels.
- Generated potential leads for the top real estate brand of Hyderabad through organic reach.
- Managed and led a **team of 4 in SEO** and backed them with keyword research, strategy development, and campaign execution.
- Actively conducted monthly **Ads and SEO learning sessions** for the team and participated in **graphic and content writing sessions**.
- Learned to deliver persuasive presentations to win new business and gave consultancy for business growth.

July 2022 - Nov 2022

SUKUDO ANALYTICA

Digital Marketing Executive

- Handling 15 clients over a time and effectively managing their social media accounts.
- Strategized, developed and managed paid digital marketing across AdWords, Instagram, and Facebook with monthly budget of **10000 INR**, resulting in about **34000 INR** in monthly revenue.
- Created reports around paid marketing funnels, and conducted monthly **presentation** assisting marketing interns about growth.
- Explored **market trends** and researched to better understand across diverse platforms and audiences.
- Established in-house knowledge of marketing content leveraged by the sales team to improve customer LTV.
- Directed the **launch of a campaign**, for new product launch, resulting in blunder and no revenue, but learned and did research on my mistakes.
- Scheduled, optimized and engaged with users through **giveaways, contests** and **polls** to grow combined followers.
- Supported graphic team by providing **engaging content ideas** and creating carousel.

July 2020 - Oct 2021

EILIANA TECHNOLOGIES

SEO Executive

- Bolstered blog content with attention to SEO and keyword research, resulting to rank it's keyword under **Top 7 serp**.
- Managed company's **Social Media Accounts**, and marked it's presence on each platform, through my marketing strategies.
- Conducted effective **keyword research, backlink audit**.
- Generated potential **leads** from facebook, through A-B testing strategies.
- Improved **on-page SEO performance**, resulting in page speed improvement and increased **monthly organic traffic** of **24%**.
- Studied analytics in Google Search Console, identified low-performing content, and recommended solutions that improved content performance.

Projects

- **Wordpress:** Developed and managed a **WordPress website** for programmers, serving as a resource hub for C-level programming related questions and solutions. This project provided me an opportunity for hands-on experience in implementing **on-page SEO** activities and utilizing the **Elementor page builder**. [Give it a try](#)