

Contact

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E - 940, Sachdeva Street,
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Social Profile

<https://www.linkedin.com/in/muskan-kataria08/>

Education

Sep 2019 - June 2022

Bachelor's of Science,
Chemistry

Punjab University

Certification

Sept 2022 - Dec 2022

Advanced Digital Marketing
Webliquids, Chandigarh

Skills

- Google Ads, Analytics & GSC
- Search Engine Optimization
- Content Marketing
- Wordpress
- SEO Tools (SEMrush, Ahrefs)
- Social Media Tools (Buffer)
- Social Media Marketing
- Google Tag Manager
- Blogging
- Design Tools (Canva)
- Basic HTML
- Email Marketing (Mailchimp, Resend)
- Influencer Marketing

MUSKAN KATARIA

DIGITAL MARKETING SPECIALIST

Results-Driven Digital Marketing Specialist with 3 years of experience driving business growth through SEO, PPC, content, and social media marketing. Skilled in boosting website traffic, engagement, and conversions by creating and optimizing data-driven strategies. Proficient in using top tools like Google Analytics, Google Search Console, SEMrush, Buffer, Google Tag Manager, and PostHog to analyze performance and achieve top organic rankings. Strong communicator with a proven ability to build and maintain client relationships.

Experience

April 2024 - Present

MTechZilla | Remote

Digital Marketing Executive

- Successfully managed Google Ads lead generation campaigns with daily budgets of ₹500-₹1,000, consistently generating 10-18 signups daily.
- Boosted rankings with link-building, guest posts, product launch marketplaces, and getting upvotes.
- Increased traffic and engagement via blog content and social media promotions using Buffer.
- Analyzed campaign performance using Google Analytics, Google Search Console, and PostHog for continuous optimization.
- Managed Instagram ads to boost brand visibility and drive conversions.
- Conducted daily LinkedIn outreach to connect with potential customers and generate interest.

Dec 2022 - April 2024

Unified Mentor Pvt Ltd | Gurugram, Haryana

Digital Marketing Executive & Trainer

- Executed SEO strategies that improved website ranking, resulting in a 40% increase in organic traffic.
- Monitored key indicators, ensuring strategic adjustments based on Google Analytics, Google Search Console and social media analytics.
- Brand engagement on social media platforms.
- Turned increased engagement from Meta Ads, primarily on Instagram, into real outcomes: with a daily budget of ₹1,000, generated 15-20 leads daily.

May 2022 - Dec 2022

ClassReady Technologies Pvt Ltd | Gurugram, Haryana

Business Development Counsellor

- Consistently exceeded targets, achieving an outstanding **130%** performance for **three** consecutive weeks.
- Initiated daily calls to 100 leads via CRM for course enrollment.
- Contributed to meeting enrollment goals by converting leads into active participants.
- Post-sale, maintained a proactive approach with follow-ups, ensuring high customer satisfaction levels

Achievements

President's Circle Award

ClassReady Technologies Pvt Ltd
Nov 2022

STAR PERFORMER

ClassReady Technologies Pvt Ltd
Oct - Nov 2022

Employee of the Month

Unified Mentor Pvt Ltd
April 2023