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# NISHU SHARMA

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## EDUCATION

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**Bachelor of Arts:** Economics, Expected in 07/2028

IGNOU - Delhi

**Intermediate:** 12th, 2025

**Mahraja Aggersain Girls Senior Secondary School** - Jind, India

**Matriculation:** 10th, 2023

**Mahraja Aggersain Girls Senior Secondary School** - Jind

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## PROFESSIONAL SUMMARY

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Motivated Digital Marketing professional with 6 months of experience gained through a digital marketing course. Skilled in SEO, Google Ads, Meta Ads, and Social Media Marketing, with a strong focus on driving online visibility, engagement, and lead generation. Eager to grow and contribute to a dynamic marketing team.

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## SKILLS

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- Search Engine Optimization (On-page, Off-page, Basic Technical SEO)
  - Google Ads (Search & Display – Basics)
  - Social Media Marketing (Instagram, Facebook)
  - Keyword Research & Competitor Analysis
  - Meta Ads (Facebook & Instagram Campaigns)
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## EXPERIENCE

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**Digital Marketing Trainee**, 09/2025 - Current

Gurgaon, India

- Executed SEO activities including keyword research, on-page optimization, and backlink building
  - Created and managed basic Google Ads search campaigns
  - Planned and ran Meta Ads for brand awareness and lead generation
  - Managed Instagram and Facebook pages with regular content posting
  - Analyzed campaign performance and suggested improvements
  - Worked on real-time projects and case studies during the course
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## STRENGTHS

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- Quick learner
- Creative mindset
- Good communication skills
- Result-oriented approach