



AKSHITA SINGH

MARKETING SPECIALIST

ABOUT ME

Results-driven Digital Marketing Manager & Graphic Designer with 3+ years of experience in graphic design and 2+ years in digital marketing. Adept at crafting visually appealing designs, executing successful marketing campaigns, and leveraging social media strategies to enhance brand presence. Passionate about creating content that drives engagement and increases conversions.

CONTACT

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☎ 8429826500

📍 Kanpur, Uttar Pradesh

EDUCATION

- **MAAC (Maya academy of Advanced creativity)**
(2023 - 2025)
- **B.Tech from AKTU University Lucknow**
(2018-2022) 8.6 SGPA
- **SR Public Senior secondary school, Kota , Rajasthan**
(2016) 78.2%
- **Kendriya Vidyalaya no. 3 , Chakeri, Kanpur Under CBSE**
(2014) 93%

DESIGNING TOOLS KNOWLEDGE

- Adobe Photoshop
- Adobe Illustrator
- Figma (UI/UX)
- Adobe After Effects
- Adobe Premiere Pro
- Canva

● Experience

● Marketing Specialist

February 2024 to Present
(GABA TELEPSYCHIATRY, New York)

- Designed engaging social media content & infographics for brand awareness.
- Coordinated with team on designing website using Figma.
- Wrote and proofread website blogs to enhance readability and SEO.
- Uploaded blogs and website content using WordPress.
- Wrote and optimized content for blogs, email marketing and ad campaigns.

● Digital Marketing Manager

November 2023 to January 2024
(Forever Living Products)

- Developed and executed digital marketing strategies, resulting in 30% increase in social media engagement.
- Managed SEO and paid ad campaigns to generate potential leads.
- Created and analysed marketing reports to track campaign effectiveness.

● Graphic designer

october 2021
(Dhandha: Bussiness Bloggers)

- Designed engaging social media content for brand awareness.
- Worked for multiple clients like Bajrangbali snacks, Lassi shop, Hungry wheels.
- Designed appealing posters and logos to attract potential customers.

● Bussiness Development Executive

April 2021
(Jankalyan Multipurpose education society)

- Raised funds by doing marketing and using appropriate graphics.
- Managed social media promotions to increase customer engagement and sales.

● Portfolio Link:

- Creative Designs: <https://www.behance.net/akshitasingh25>
- Marketing Strategy: [Viral content campaign strategy example](#)
- Content writing examples: [Content writing work-SEO optimized- No AI](#)

MARKETING TOOLS KNOWLEDGE

- Hubspot
- Wordpress
- Google analytics
- Meta business suit
- Hootsuit
- Buffer
- Trello

TECHNICAL SKILLS

- Microsoft word
- Excel
- Powerpoint
- Google docs
- Google sheets

SOFT SKILLS

- Creativity & Innovation
- Time management
- Communication & collaboration
- Problem-solving
- Adaptability
- Leadership & Teamwork

COMMUNICATION & TEAMWORK TOOLS

- Slack
- Microsoft teams
- Skype
- Teamwork
- Workfolio

● Skills & Expertise

Digital Marketing	SEO, Social Media Marketing (SMM), Email Marketing, Content Startegy
Social Media Marketing	Facebook Ads, Instagram Ads, Google Ads, LinkdIn Ads
Content Marketing	Blog writing, Copywriting Ad copy creation, Proofreading
Graphic Design	Adobe Photoshop, Illustrator, Canva, After effects, Premiere Pro, Figma
Marketing Tools & Analytics	HubSpot, Google Analytics, Meta Business Suite, Hootsuite, Buffer
Social Media Platform Knowledge	Twitter, LinkdIn, Reddit, Facebook, Instagram, Blogspot, WhatsApp Marketing
Lead Generation & Campaign Optimization	
Marketing Automation & CRM Management	

● Reference

Sakshi Aneja- GABA Telepsychiatry

Supervisor
7056034352

Rohan Ghosh - GABA Telepsychiatry

Marketing Executive
7596909416

● Certificate

Certificate provided for outstanding contribution to the college event as a 'Marketing Executive'.

<https://drive.google.com/drive/folders/13OGLaDYnPFyI33aSvrXbrWvxO964rJpD>

● Important profile links

LinkedIn

<https://www.linkedin.com/in/akshita-singh-7b61342a8/>

Instagram

https://www.instagram.com/akshitasingh.official_?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzlxNw==

Blogs

<https://gabapsychiatrist.com/author/akshita/>