

ANKITA DIXIT

PERMANENT ADDRESS:

B-198, TULSIPUR
VARANASI-221010

MOBILE:

+91-8840332584,
+91-8604560959

E-MAIL:

ankitadixit925@gmail.com

DATE OF BIRTH

10th, September 1995

STRENGTHS:

Positive Attitude
towards work,
Enthusiastic, Keen
learner, Optimist,
Excellent team worker,
Adaptive and creative

LANGUAGE KNOWN:

English, Hindi

INTEREST:

Social Activities,
Gardening,
Book Reading

CAREER OBJECTIVE:

I intend to have a career that would utilize my potential and skills to work in a challenging work environment where teamwork and ability are required, skills are recognized, and ample opportunities to gain knowledge in diverse areas and contribute to the organization's objectives.

WORK EXPERIENCE:

Freelance Social Media Manager Dec 2022 - Till present
Self-Employed | Lucknow, Uttar Pradesh |

- Developed and executed social media strategies for multiple clients across various industries, driving brand awareness and engagement.
- Managed content creation, scheduling, and posting on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- Increased client social media followers by an average of 20% per month through organic growth, influencing marketing and targeted ad campaigns.
- Engaged with followers, responded to comments and messages, and maintained a positive online reputation for clients.
- Collaborated with clients to align social media efforts with overall marketing objectives and brand identity.

Position: Content Marketer 15th July 2022 - 2nd Dec 2022
Company: Digital Corridor

- Curate, Research design and write blog, articles and press release
- Copy optimization for content marketing
- Perform Research and Outreach
- Collecting quantitative and qualitative data from marketing campaigns
- Completing all assigned tasks and meeting with day-to-day operations
- Social Media management
- Reputation Management
- Performing market analysis and research on competition

Position: Social Media Manager 1st Dec 2021 - 14th July 2022
Company: The Social Mantra

- Created social content for clients in different fields on Instagram, Facebook, and LinkedIn.
- Completed competitive research and benchmarking to further understand target audiences and their goals.
- Communicated with target audiences on social platforms to help the clients in achieving their targeted business goals.
- Leveraged data to understand what worked on the social media platforms to improve engagement rate.
- Keep tracking analytics of Facebook and Instagram algorithms that helps in understanding the preferences of the target audience.

Career Abstracts:

- Quick learner and belief in continual improvement.
- Possess excellent commitment towards work goals, Acceptable and clear communication with Client and proven abilities in training & development.

INTERNSHIPS:

Company: PG Event Planner 1st Feb 2020-1st Mar2020
Position: Event Planner

- Coordinating all of the moving parts involved in ensuring events go smoothly.
- Assisted in Event Planning and Management
- Built and maintained professional relationships with vendors, and worked closely with clients.

Company: Minar Tour & Travels

Position: Travel Planner

1st June 2019 - 15th Aug 2019

- Ability to work in a fast-paced environment and operate well under pressure and time constraints; ability to multitask
- Schedules Itinerary by identifying, booking, and confirming route, carriers, lodging, verifying Space, and rates.
- Create effective Research for a suitable Itinerary
- Handles all follow-up communications with customers/clients to determine the best possible solution for problems.

ACADEMIC QUALIFICATION:

Degree	Board/ University	Year	Percentage/CGA
M.VOC.IN HOSPITALITY AND TOURISM MANAGEMENT	BANARAS HINDU UNIVERSITY	2018-20	75%
B.sc	Mahatma Gandhi Kashi Vidyapith	2013-16	56%
Intermediate	U.P. BOARD	2012	64%
High School	U.P. BOARD	2010	74%

TECHNICAL & SOFT SKILLS:

- MS Office (Excel, PowerPoint, Word)
- Effective communication skills
- Pro-active and willing to work in a team or autonomously
- Natural problem-solving skills
- Exceptional computer skills and speedy adaptation to new systems

I hereby declare that the information provided is true to the best of my knowledge and belief.

ANKITA DIXIT