



TARANNUM

CONTENT WRITER|BLOGGER|SPEAKER|AUTHOR

www.digitaltarannum.com

INTRODUCTION

Hi there! I am Tarannum.

An exceptional, dynamic, self-motivated, creative, proactive marketer, and trainer who simplifies learning and develops the best solutions to complex goals and strategically reaches goals in the shortest span of time.

Core Experience in Content Writing & Blogging; Proficiency in SEO on page & off page optimization techniques with command over Coral Draw, Photoshop and Animation Software for promotional campaigns; Edge over Google AdWords, SMM, SMO, Blogging, AdSense, and Affiliate Marketing.

“I have successfully revamped 9 websites of Jain University and 7 websites of my previously served organizations”.

PROFESSIONAL SKILLS

Project Management
People Management
Complex Problem Solving
Time Management

CAREER PROGRESSION

GIST OF MY PORTFOLIO

DIGITAL TARANNUM (2015–TILL DATE)

- 6+ yrs of Experience as a Blogger, Content Strategist, and Writer
- 4+ yrs of Experience as an SEO Analyst
- 3+ yrs of Experience in Promotional Animation Videos and Designing
- 4+ yrs of Experience in Personal and Business Branding
- 3+ yrs of Experience as a Social Media Marketer and Campaign Manager

MY EDGE

- Content, Blogs, Press Release, Newsletter, Collateral, Copywriting for Ads & DT Magazine; Worked for both print and digital marketing campaigns
- SEO Optimization Techniques; Used tools are Google Keyword Planner, Alexa Traffic Rank, Woo Rank, Google Analytics & WebMaster tool; Basic knowledge of HTML and have experience on WordPress
- Expert in Search and Display Campaigns; Successfully improved ROI; Best results in short span of time; Project delivered in stipulated time; Efficiently distributed specific content for social media posts
- Served many of the organizations as a freelancer to promote their business and make the most of their business
- Author of 3 published digital marketing books which are available on different online e-Commerce sites
- Serving newbies with free digital marketing eBooks and tutorials to enhance their initial knowledge and make a mark in their career; Study materials are available on my blog and other e-learning sites
- Created animated videos for products and services to improve the organization's branding; Software used are Explaindio, Vyond(Goanimate), and Filmora



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SPECIAL CONTRIBUTION

I have worked for Jain University, Head Office, Bangalore (2016). During my tenure, I have revamped 9 websites, This included content writing, SEO analysis, and designing to make websites user-friendly and improve the call to action feature.

www.jainuniversity.ac.in

www.cms.ac.in

set.jainuniversity.ac.in

www.jgi.ac.in

www.jaincollege.ac.in

AS A FREELANCER

www.laprendacreations.com

www.etutorszentrum.com

AWARDS

Best Employee of the Year

Best Dancer at Intercollegiate Competition

Won Several Debate Competitions at Intercollegiate Level

CONTACT DETAILS

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MANAGER

PROSPER GROUP, NEW DELHI (2016–TILL DATE)

- Handled Google Ads account of the start-up and improved ROI
- Managed Trade India's B2B catalog of the organization to make a difference and was involved in several promotional activities
- Designed brochures, catalogs, flyers, and several other advertising products for organization

ASSISTANT MANAGER

PROSPER CHOICE IMPORT EXPORT, NEW DELHI (2011–2016)

- Effectively designed and managed ad campaigns of the organization for both print and digital media
- Managed social media and written well-crafted content for websites and B2B sites

HR EXECUTIVE

NOAH'S ARK CREATIVE, GURGAON (2010–2011)

- Complete recruitment of employees, from screening till the last stage of the appointment
- Worked under team to manage HR responsibilities

SALES EXECUTIVE

GODREJ & BOYCE MFG. CO. LTD, LUCKNOW (2006–2008)

- Completed sales target for monthly and quarterly cycle

ACADEMIC BACKGROUND

MASTER'S DEGREE

- MBA from VIET,GBTU (2008–2010)

BACHELOR'S DEGREE

- B.Sc from RMLAV (2003–2006)

HIGH SCHOOL & INTERMEDIATE

- Canossa Convent, UP (1999, 2001)