

ADITI JINDAL

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SKILLS SUMMARY

- **Technical Skills:** SEO, IBM Cognos, MS Office , MS Excel
- **Soft Skills:** Team Player, Communication, Goal Oriented, Adaptability

INTERNSHIP

Zielhoch - Financial Consulting Firm

Jun'2024 - Aug'2024

Finance Intern | New Delhi

- Prepared a research report on perception of Indian customers towards Insurance products to know about what an Indian customer wants from an insurance product
- Engaged in sales of Mahajeevan Plus Plan of Bank of Baroda

Zebrans Advertising

July '2024 - Aug' 2024

Digital Marketing Intern | Kanpur (Uttar Pradesh)

- Responsible for optimizing on-page SEO elements for article submissions on Zebrans website. This involved keyword research, meta tag optimization, content structuring, and ensuring that the articles were aligned with SEO guidelines to improve their search engine rankings
- Conducted an in-depth technical SEO analysis of Nykaa.com, identifying key areas for improvement and providing actionable recommendations to enhance the website's search engine performance
- Actively participated in off-page SEO activities, including submitting articles to external platforms and building backlinks to enhance the online visibility and authority of Zebrans content

PROJECTS

Unbranded to Branded | LPU

September' 2023

- Created a imitation jewellery brand JHUMKA FUSION
- Designed logos for the brand, created a social media page, and developed ads using Canva and other tools
- Implement targeted advertising campaigns based on the insights gained from analyzing competitors' strategies

Affiliate Marketer | Argani Care

March' 2024

- Managed successful affiliate marketing campaigns by creating engaging social media posts and running targeted Facebook and Instagram ads
- Achieved significant product sales through strategic ad placements and optimized content

Financial Ratio Analysis of Tata Steel | LPU

August' 2024

- Performed detailed ratio analysis of financial statements, focusing on profitability, liquidity, solvency, and efficiency ratios to assess the company's financial health and performance
- Analysed year-on-year financial ratios to identify significant trends, such as revenue growth, margin improvement, and asset utilization, providing insights for strategic decision-making
- To further assess Tata Steel's competitive positioning, benchmarking of its financial ratios against industry averages and key competitors was done. This comparison provided context to the company's performance, helping to highlight areas of strength and potential improvement relative to industry norms

Dreamy Destinations | LPU

October' 2024

- Created a website and a blog named Dreamy Destinations and did the SEO of the website by adding visually engaging elements like high quality images , videos and info graphics
- Focused on long-tail travel-related keywords to attract users with specific queries, leading to higher engagement and conversions
- Written concise and engaging meta descriptions to encourage clicks from search results
- Linked my website and blog to google analytics to gather insights from my website like what is user's experience which pages are they liking the most

ACHIEVEMENTS

- Class topper in class 12th with 92% | Tagore Public School , Pehowa
- School topper in class 10th with 10 CGPA | Tagore Public School, Pehowa
- Won Badminton tournament at school

June' 2019

June' 2017

Sep' 2018

CERTIFICATIONS

- Foundation of Digital Marketing | LinkedIn Learning |

Jan' 2024

EDUCATION

Master of Business Administration

Aug' 2023 – Present

Lovely Professional University | Phagwara, Punjab

CGPA – 8.29

Bachelor of Arts

July' 2019 – Aug '2022

Kurukshetra University |Kurukshetra

Percentage – 79.79%

Senior Secondary

Mar' 2018– Jun '2019

Tagore Public School | Pehowa (Haryana)

Percentage – 92%