

# SHIVAM SAINI

## DIGITAL MARKETER



### PROFILE

Highly skilled digital marketing professional with expertise in Social Media Marketing (SMM), Google Ads, Meta ads, Search Engine Optimization (SEO), and Website Design. Seeking a challenging position that allows me to utilize my skills and experience to contribute to the success of a dynamic organization.

### CONTACT

 +91-9311784894

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### MY EXPERTISE

- Website designing (WordPress)
- SEO (search engine optimization)
- Advertisement
- Content writing

### SKILLS

- Arts and designing
- Google Sheets
- Photography
- SMM
- SEO
- Facebook Ads
- Graphic Designing (Canva)
- UI Designing
- Google Ads
- AI-assisted Software Development
- Wordpress Plugin Development
- Voice Over

### Interest

- **Singing**  
Singing elevates creativity, focus, and intuition, enhancing innovation.
- **Arts**  
Arts nurture spirituality, creativity, purpose, innovation, productivity, and success.
- **Chess**  
Chess sharpens wisdom, patience, strategy, intuition, focus, and spirituality.
- **Hollywood Movies**  
Hollywood movies inspire imagination, empathy, culture, creativity, reflection, and growth.



### EDUCATION

#### 2022

- **INDIRA GANDHI NATIONAL OPEN UNIVERSITY ( IGNOU )**  
BACHELOR OF SCIENCE ( Persuing )

#### 2020

- **GOVT BOYS.SR.SEC.SCHOOL DELHI**  
12th Passed from **CBSE BOARD**

### EXPERIENCE

- Customer service executive in **Tech Mahindra**  
(March 2023 - June 2023)
- **Digital Marketing** Internship in **Map My Destination**  
(Dec 2023 - April 2024 )
- **Digital Marketing Executive** in **BTN Insulo PVT LTD**  
(May 2024 - Present )

Handled diverse roles at **BTN Insulo Pvt Ltd**, contributing to projects across **Wang House Korean Café franchise**, **Savi Enterprises**, **Saar Holidays**, and **Wang Ramen**, gaining expertise in operations, marketing, and project management.

### WEBSITE PROJECTS

- **MapMyDestination:** A Travel Agency  
www.mapmydestination.com
- **KashmirDMCbooking:** DMC Company  
www.kashmirdmcbooking.com
- **Wang House:** Korean Cafe Franchise  
www.wanghouse.in
- **Wang Ramen:** Korean Instant Noodle Company  
www.wangramen.com
- **Savi Enterprises:** Business Consultant Company  
www.savienterprises.in
- **Saar Holidays:** A Traveling Agency  
www.saarholidays.com
- **Jivanyog:** A Yoga Training Classes Website  
www.jivanyog.in

### Portfolio

