

Aishvi Gandhi

+91 9993680544
aishvijain4@gmail.com <https://www.linkedin.com/in/aishvi-gandhi-42a415321/>

WORK EXPERIENCE

- The Technogen Freelance in Digital Marketing (June 2025 - Present)** India
- Assisted in planning and executing digital marketing campaigns across Google Ads, Meta Ads, and Instagram.
 - Conducted keyword research and SEO optimization for website and blog content.
 - Created engaging social media posts and managed daily scheduling and analytics.
 - Supported email marketing campaigns and helped increase open and click-through rates.
 - Used tools like Canva, Google Analytics, and Meta Business Suite for campaign tracking and content design.

- Digital Fox Solution - SEO Intern (March 2024-May 2024)** India
- Implemented off-page SEO strategies, including backlink building, social bookmarking, article submissions, and directory listings.
 - Conducted competitor backlink analysis using tools like Ahrefs and SEMrush.
 - Built high-quality backlinks through guest posting, forum participation, and outreach campaigns.
 - Improved domain authority and search engine rankings through ethical link-building practices.
 - Tracked backlink performance and provided weekly SEO progress reports.

EDUCATION

Institute Of Management Studies MBA [E-commerce]	Indore, M.P. 2024-2026
Institute of Management Studies BBA [E-commerce]	Indore, M.P. 2021- 2024
DAV Public School Central Board of Higher Education (Class XII)	Kota, Raj. 2020- 2021

TECHNICAL SKILLS

- **Digital Marketing:** Search Engine Optimization (SEO): On-page optimization, keyword research, link building, Search Engine Marketing (SEM): Pay-per-click advertising, campaign management, Social Media Marketing: Content creation, community management, and advertising.
- **Design Software:**
- Proficient in Adobe Photoshop, Adobe Illustrator, Canva, and CorelDRAW for creating high-quality digital and print designs, including social media graphics, posters, and marketing materials.

EXTRACURRICULARS

Collaborated with the design team to create visual assets for Environment Day initiatives.
Volunteered in the Earth Day 2022 program at college, contributing to awareness and event support.
Served as part of the organizing team for TEDxDAVV 2023, managing event coordination and logistics.
Secured 3rd prize in Brand Bazar 2024, a college-level branding and marketing competition

ADDITIONAL

- **Certifications:** Fundamentals of Digital Marketing Certification from Google, Google Ads App from google , Google Business Profile from Google, Social Media Marketing Strategy, and Program in Digital Design & Marketing from ZICA.
- **Languages & Hobbies:** English, Hindi, and travelling.