

Career Objective

To build a successful career in the field of digital marketing by utilizing my creative, analytical, and strategic thinking skills. Seeking to contribute to a forward-thinking organization where I can enhance brand growth, engagement, and visibility through innovative digital marketing campaigns.

Professional Summary

Highly motivated and results-driven Digital Marketing Executive with expertise in social media strategy, content creation, SEO, email marketing, and digital advertising. Experienced in managing cross-platform campaigns, analyzing engagement data, and improving brand visibility using data-driven strategies and creative content development. Certified in Digital Marketing from LIPS India, with proven ability in Meta Ads, Google Ads, and WordPress content management.

Core Competencies & Skills

- Digital Marketing Strategy & Campaign Planning
- Social Media Marketing (Instagram, Facebook, LinkedIn, X)
- Content Creation, Calendar Planning & Scheduling
- SEO (On-Page & Off-Page Optimization)
- Meta Ads Campaigns (Lead Generation, Reach, Engagement)
- Google Ads (Search, Display & Remarketing)
- Email Marketing & Automation
- WordPress Content Management
- Brand Management & Online Reputation Building
- Performance Analytics & Reporting (Meta Insights, Google Analytics)
- Canva & Creative Design Tools
- Basic Photo & Video Editing (Reels, Thumbnails)

Professional Experience

Digital Marketing Executive – Rannka Digital, Mumbai (April 2025 – Present)

TANVI MANOJ DEVRUHKAR | DIGITAL MARKETING EXECUTIVE

- Manage and execute social media strategies across Instagram, Facebook, and LinkedIn to increase brand engagement.
- Develop monthly content calendars aligned with marketing objectives and campaigns.
- Create and schedule posts, reels, and stories using engaging captions and trending content ideas.
- Run Meta Ads campaigns for lead generation, traffic, and engagement growth.
- Analyze social media insights, engagement metrics, and performance reports to improve strategies.
- Collaborate with design and strategy teams to maintain consistent brand tone and visual identity.
- Conduct competitor analysis and track KPIs like engagement rate, impressions, and conversions.
- Increased engagement rate and organic followers through optimized posting schedules and creative storytelling.

Digital Marketing Intern – Stars Ventures, Mumbai (January 2025 – March 2025) (INTERNSHIP)

- Assisted in managing brand social media pages including Instagram and Facebook.
- Designed creative posts and reels using Canva to boost engagement.
- Developed weekly content calendars and ensured timely posting.
- Conducted keyword research and implemented SEO on social media content.
- Supported email marketing activities including campaign setup and reporting.
- Improved post reach by aligning content with target audience preferences.

Education

Bachelor's Degree – Mumbai University

Digital Marketing Course - LIPS India, Borivali

Certifications

Digital Marketing Certification – LIPS India (Google Ads, SEO, Social Media, Email Marketing, Analytics)

Tools & Platforms

- Meta Ads Manager
- Google Ads
- Google Analytics
- Google Search Console

TANVI MANOJ DEVRUHKAR | DIGITAL MARKETING EXECUTIVE

- Mailchimp / Email Automation Tools
- WordPress
- Canva
- Microsoft Office Suite

Languages

English, Hindi, Marathi, Gujrati

Additional Details

Open for digital marketing roles. Passionate about exploring AI-driven marketing, content automation, and digital analytics tools. Strong interest in continuous learning, branding, and creative storytelling for business growth.