

DIYA AKHANI

Digital Marketing Consultant

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📍 Ahmedabad, Gujarat

SUMMARY

Motivated and creative digital marketing enthusiast with a foundational understanding of social media, content strategy, and online marketing principles. Skilled in creating engaging content tailored to diverse audiences, with a growing knowledge of platforms like Instagram, Facebook, and LinkedIn. Eager to expand expertise in SEO, Google Analytics, and paid advertising to drive meaningful online engagement and business growth. Known for quick adaptability, a passion for data-driven strategies, and a keen eye for emerging digital trends. Ready to contribute to a dynamic team while continuing to build a comprehensive skill set in digital marketing.

KEY ACHIEVEMENTS

- **Successful Marketing Project**
"Led a team of three in a marketing project, managing strategy, execution, and collaboration to complete goals efficiently."
- **Team Leadership**
"Led a team of three in a marketing project, ensuring collaboration, effective task delegation, and early completion with high quality."
- **Efficiency Improvement**
"Implemented a new tool in a college project, boosting efficiency and reducing manual effort, enhancing adaptability and workflow optimization."

TRAINING/COURSE

- **Course ON Computer Concepts** 📅 2018 - 2019
National Council For Education & Employment
- **Digital Marketing Course** 📅 2024 - Present
Digital Sandeep Academy

EDUCATION

- Higher Secondary Education**
Pioneer School Of Commerce
📅 2018 - 2020 📍 Patan, GJ
- Bachelor's In Business Administration**
Hemchandracharya North Gujarat University
📅 2021 - 2024 📍 Patan, GJ
- CGPA
7.0 / 10.0

HOBBIES

- **Traveling**
- **Listening Music**
- **Singing**
- **Book Reading**

STRENGTHS

- **Fast Adaptability Power**
"Quickly learned and implemented social media strategies in digital marketing, showcasing adaptability and execution skills."
- **Communication**
"Collected 100+ reviews in two weeks through communication and persuasion, meeting the deadline successfully."
- **Leadership**
"Led a team of three in a college Marketing Research Project, managing tasks, ensuring collaboration, and delivering key insights on time."

LANGUAGES

- Gujarati**
Native ●●●●●
- English**
Proficient ●●●●●
- Hindi**
Proficient ●●●●●

CERTIFICATION

- Financial Education For Young Citizens**
Aditya Birla Capital Foundation
- Expert Tally ERP 9**
National Council For Education & Employment

SKILLS

- Content Creation
- Basic Analytics
- Graphic Design Basics
- Creativity
- Team Leadership
- Brand Awareness
- Content Scheduling
- Social Media Management