

# Mansi Tale

## Digital Marketing Executive

Organized Digital Marketer with knowledge and abilities to coordinate successful promotions. Good at planning and problem-solving abilities paired with a data-driven mindset. Committed to achieving the goals and objectives of myself & organization as well.



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📍 Nagpur, Maharashtra

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## WORK EXPERIENCE

### Digital Marketing Executive

#### Novasys Greenergy Private Limited

07/2021 - Present

Nagpur

Novasys is the manufacturer company of Solar Panel based at Nagpur.

##### Achievements/Tasks

- Managing Social Media, Email Marketing, Website Optimization, SEO and SMO.
- Identifies trends and insights and optimizes spending and performance based on the insights.
- Boosting posts on Facebook & LinkedIn

### Frontdesk Executive

#### Novasys Greenergy Private Limited

10/2019 - 06/2021

Nagpur

##### Achievements/Tasks

- Maintaining courier records, visitor records, day-to-day activities, Sales records and also working in the back office.

## PERSONAL PROJECTS

### Solar is My Passion (01/2022 - 03/2022)

- Brand page management on Facebook, Instagram, and LinkedIn.
- Analytics & Insights. Regular updates about the ongoing activities.
- Design and implement social media strategy.

### LOC - Life of Chai (11/2021 - 01/2022)

- Handling Instagram page for SMO.
- Designing creative and implementing social media strategy.
- Regular posting to increase followers & engagement rate.

## EDUCATION

### Graduate, Bsc(IT)

#### SSM College of Computer & Management

08/2016 - 04/2019

Nagpur

### HSC, Science

#### Shri Pakwasa Gujrati Girls High School & Jr, College.

08/2014 - 04/2016

Nagpur

##### Courses

- General Science.

### SSC

#### Gayatri Vidya Mandir Convent

07/2004 - 04/2014

Nagpur

## SKILLS

Website Development

PPC

Search Engine Optimisation (SEO)

Social Media Marketing

Keywords Planning

Google Analytics

MS Office

Designing

## CERTIFICATES

### Social Media Marketing (05/2021 - 08/2021)

Aashman Foundation is an NGO who help widow to learn and earn.

### Digital Marketing (09/2021)

My Captain

### Search Engine Optimization SEO (01/2022)

My Captain

## LANGUAGES

English

Professional Working Proficiency

Hindi

Native or Bilingual Proficiency

Gujarati

Professional Working Proficiency

## INTERESTS

Meditation

Photography

Art & Craft

Calligraphy