

Harshita Kalra

Jaipur, Rajasthan **Email:** connectharshita11@gmail.com **Phone:** 895550887 [LinkedIn](#)

EDUCATION

M.Com, University of Rajasthan

B. Com, University of Rajasthan

Executive Education, Strategic Digital marketing & Analytics, IIM Rohtak (Perusing)

Certificate course, Web Designing HTML, CSS, Java Script

Certification, Self-Leadership Taxila Business School

PROFESSIONAL EXPERIENCE

Assistant Manager, Digital Marketing, JK Lakshmi Pat University, Jaipur Oct 2021 – Present

- Managed and oversee all the digital content. Emailer, social media, websites.
- Developing promotional social media strategies and campaigns
- Revamped the JKLU website and designed its content Strategy for better user experience and growth
- Generating SEO ideas and analyzing and making recommendations in SEO

Assistant Manager, Digital Marketing, Taxila Business School May 2020 – Sept 2021

- Transformation of the digital aspects. Led a team to design & develop new website, analyzed data to increase brand awareness.
- Generated leads, strategies et al to increase views by launching mini-MBA, Blogs etc.
- Monitored and managed content. Looked after CRM, SM, marketing communications to establish tie-ups. (NPF, MailChimp)
- Client handling, communications, and reporting. (shiksha, collegeduniya etc)
- Created and Strategized Google and Social Media Campaigns

Project Coordinator, MBAROLIN Sept 2020 – Sept 2021

New project for MBA aspirants, who are looking information related to MBA program, College admissions, MBA examinations etc.

- Planned and executed the website design and development in 1st phase
- Developed tools to attract users and generate leads. Performed competitor research
- Planned and Strategized content for website.
- Designed email marketing, newsletters, and content for social media.

Project: TaxilaAlumni.com

July 2022 – Sept 2022

Taxila Alumni website for Networking opportunities of Alumni and to build a strong Alumni community.

- Designed the new website along with an admin panel feature for better data storage.
- Worked on content creation and shortlisting, blogs, and testimonials.
- Conducted alumni engagement activities like newsletter and email communication.

Digital Marketing Executive, Zee Studios, Jaipur June 2019 – Jan 2020

- Supported marketing team by suggesting and creating content for social media platforms.
- Closely worked with the Digital team of the ZeeTV shows like Raja beta, Mai Bhi Ardhagini for its digital planning, strategies.
- Managed social media handles of the company and its shows. Optimized YouTube channels – 'Antarshakti, Sohar, Dna AfterHrs etc.'
- Closely worked with the camera team and editing team for backstories and BTS.

Teleperformance - Technical support June 2018 – March 2019

Green Plus Construction Pvt Ltd - Back office Administrator

SKILLS: Social Media Marketing; Paid acquisition (Facebook, Instagram, AdWords,); Content Creation; Research; Tableau; R; Email marketing; SEO, Google Ads