



CAROL COELHO

A imaginative and quick learner who enjoys using digital marketing strategies for effective online communication and boosting brand visibility through SEO, SEM, social media, and analytics-driven insights.



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Visit Visa valid till 20th December



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6th January 1997



Al Barsha 1, Dubai

PROFESSIONAL EXPERIENCE

Client Servicing Associate

IMZ Media Solutions Pvt Ltd, Mumbai | Sep, 2022 - Oct, 2023

- Managing portfolios of (E-commerce & B2B) clients and organizing meetings
- Conducting research and competitor analysis
- Co-ordinating with teams to develop and implement digital marketing strategies (SEM, Social Media, SEO) and to drive revenue growth
- Creating Media Plans to manage client budgets for the campaigns

Lead Generation & Social Marketing Executive

Eleventh Hermit, Mumbai | Apr, 2022 - Sep, 2022

- Created an optimization strategy and implemented it across the company website and all social platforms
- Conducted competitor analysis, SWOT analysis, and keyword research
- Created a customer acquisition funnel for lead generation
- Connected with Brand managers and Marketing heads to filter prospect leads

Digital Marketing Intern

Anuvaa, Mumbai | Jan, 2022 - Mar, 2022

- Conducted keyword research for companies such as First Orgacon and Earn Ready
- Executed on-page and off-page SEO for New Orise International Ltd and Anmol Jewellers
- Created social media content for Kemtex Paint, Hoya Vision and Geeks.ae
- Developed digital marketing proposals for You.art, Mascot Systems and Ankit Gems

Social Media Manager Intern

Teach For India, Mumbai (WFH) | Nov, 2021 - Jan, 2022

- Planned, managed, and executed social media content on Facebook, Instagram, and LinkedIn
- Increased social media followers to 760 and engagement rate
- Worked closely with content writers and designers to generate creative content

Personal Banker

HDFC Bank, Mumbai | Aug, 2020 - Jun, 2021

- Networked with clients to develop business relationships
- Assisted clients in expanding financial portfolios
- Handled and Serviced accounts for affluent individuals
- Promoted and cross-sold financial products

Digital Marketing Intern (Summer Internship as part of PGPM)

Perq Advertising, Mumbai | Feb, 2019 - May, 2019

- Generated leads and conducted meetings with clients
- Surveyed and analyzed the digital marketing strategies of major Insurance companies
- Researched developments in digital marketing and innovations in communications on social media

NATIONALITY

Indian

LINKEDIN PROFILE

<https://www.linkedin.com/in/carol-coelho-/>

EDUCATION

ICFAI Business School - Mumbai

Post Graduate Program in Marketing Management

May, 2018 - Feb, 2020

CGPA : 7.66

University of Mumbai

Bachelor of Commerce

Aug, 2015 - July, 2018

CGPA : 5.56

SKILLS

- Team Management
- Social Media Content Planning and Execution
- Content Development and Management
- Keyword research
- On-page / Off-page SEO
- Verbal and Written Communication
- MS. Office & Canva
- Leadership
- Networking and Relationship Building

LANGUAGES

- English, Hindi, Marathi and Konkani

CERTIFICATIONS

- Digital Marketing from Freelancer's Academy
- Google's, 'Google Analytics for Beginners'
- Udemy's 'SEO training' and 'Email Marketing'