

VIPASANA

Digital Marketing and Social Media Specialist with hands-on experience in SEO, paid advertising, local SEO, and creative content creation. Skilled in executing digital strategies, optimizing ad performance, and managing brand presence across platforms. Technically fluent in web technologies and digital tools, with a strong interest in analytics-driven marketing.

WORK EXPERIENCE

Social Media Manager

St. Wilfred's TPO | May 2024 – May 2025

- Managed departmental social media accounts and created content calendars aligned with key events.
- Designed visuals and videos using Canva and Adobe Express; ensured brand consistency.
- Boosted engagement by 22% and increased follower base through strategic posting and content ideas.

Web Development Intern

Infotact Solutions | Jun 2025 – Aug 2025

- Collaborated on front-end and back-end development tasks using React JS.
- Participated in debugging and code testing to ensure responsive and functional web pages.
- Delivered two team-based projects on time while following agile development practices.

Digital Marketing Intern

DBrand Camp | Apr 2023 – Jul 2023





- Executed off-page SEO tactics (backlinking, citations, directory submissions) to improve rankings.
- Conducted keyword research and optimized blogs for organic search traffic.
- Managed Google My Business listings and improved local visibility through regular posting.

Web Development Intern

Pace Infotech | Apr 2026 – May 2026

- Built responsive front-end projects using React JS.
- Designed clean and user-friendly web interfaces.
- Worked on testing and debugging website pages.

CONTACT

-  +918239017449
-  vipasana3011@gmail.com
-  Jaipur, Rajasthan
-  [Portfolio Link](#)

EDUCATION

Bachelor's of Computer Application

University of Rajasthan

2023 – Present

High School Diploma in Commerce

Board of Secondary Education Rajasthan

Completed: 2023

SKILLS

Marketing

- SEO, Local SEO, Meta Ads, Keyword Research, Link Building, Analytics, GMB

Social Media

- Instagram, Facebook, LinkedIn, Content Creation, Canva, Capcut, Pintrest

Development

- HTML, CSS, JavaScript, Git,

Tools

- Meta Business Suite, Google Search Console, MS Office, Shopify

CERTIFICATION

Cyber Security & Ethical Hacking

BECIL Training

HR Workshop

Bajaj Finserv

Web Development Training

Infotact Solutions