



MEGHA AGARWAL

Digital Marketing Executive | SEO & Local SEO Specialist (Fresher)

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Objective

Motivated and certified Digital Marketing graduate with hands-on experience in SEO, Local SEO, social media, and Google Ads through internships and live projects. Seeking an entry-level digital marketing role to apply my analytical and creative skills in driving online visibility and business growth.

Education

Digital Marketing with AI – Physics Wallah Skills (2025)

Bachelor of Commerce (Hons.) – P.N. College (2007)

ICSE Board – Mission Primary School (2002)

Certifications

- Digital Marketing with AI – Physics Wallah Skills
 - SEO – HubSpot Academy
 - Social Media Management – HubSpot Academy
 - Digital Marketing Certificate – HubSpot Academy
 - Analyzing & Visualizing Data with Microsoft Power BI – Physics Wallah Skills
 - Taxation & Accounting – Physics Wallah Skills
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Key Skills

Digital Tools: Google Analytics, Google Ads, Facebook Ads Manager, MS Excel, MS Word, Canva, Mailchimp, GetResponse, WordPress, Yoast SEO

SEO & SEM: Keyword Research, On-Page SEO, Off-Page SEO, Technical SEO, Local SEO, Google My Business Optimization, Citations & NAP Consistency

Social Media: Instagram & Facebook Content Strategy, Reels & Stories, Engagement Campaigns

Content: Copywriting, Blog Writing, Email Campaigns, Landing Page Optimization

Technical: Basic HTML, CSS, Google Sheets, Excel

Soft Skills: Creativity, Problem-Solving, Communication, Teamwork

Local SEO Executive (Intern)

(Duration: 6 months)

Experience

- Worked on technical SEO including website structure optimization, meta tags, and site audit.
 - Performed bookmarking and image posting on various platforms.
 - Hands-on experience with Google Sheets, Docs, and MS Excel for reporting and analysis.
 - Managed Google My Business profiles for multiple local clients.
 - Performed NAP (Name, Address, Phone) consistency checks and local citation building.
 - Optimized local listings to improve visibility in Google Maps and local search results.
 - Researched local keywords and tracked ranking improvements using Google Search Console.
 - Created location-based content to enhance local search performance and engagement.
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Academic Projects

- Created Search & Display Campaigns on Google Ads.
 - Conducted SEO Audit for a sample business website.
 - Designed a live campaign using Facebook Ads Manager.
 - Developed a Social Media Calendar for **Biotique**.
 - Created Email Automation workflows.
 - Conducted Web Analytics reports and insights.
 - Developed an Integrated Marketing Campaign for **Nat Habit (Ayurvedic Skincare Brand)**:
 - Created buyer persona and competitor SWOT analysis.
 - Proposed KPI framework using SMART goal model for awareness and lead generation.
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Achievements

- Increased campaign CTR by **25%** in a Google Ads simulation project.
 - Successfully improved local visibility for small businesses during Local SEO internship.
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Languages

- English (Fluent)
- Hindi (Fluent)
- Odia (Intermediate)