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New Delhi

SKILLS

- SEO
- Website Designing
- Branding
- SEM
- Communication Skills
- Leadership Skills
- Time Management Skills

INTERESTS

- Reading Books
- Trekking
- Photography
- Badminton

LANGUAGES

- English
- Hindi
- German

AAYAT KHAN

DIGITAL MARKETER

PROFESSIONAL PROFILE

Dynamic digital marketer with a passion for advertising and content creation. I excel in crafting engaging content and executing effective digital marketing strategies. I am highly organized, detail-oriented, and able to work independently or collaboratively.

WORK EXPERIENCE

Network18 Media & Investments Limited (May 2024 - Present)

Digital Marketer

Assisting in creating marketing strategies, conducting market research, writing and editing copy, tracking performance, and coordinating promotional activities.

Exhibitions India Group (Nov 2021 - Jan 2024)

Digital Marketing Executive

Spearheaded SEO-driven blogs & managed their social media accounts, elevating brand presence & engagement through strategic digital marketing initiatives.

Jax Foundation (Jan 2021-Mar 2021)

Digital Campaign Intern

Curated impactful campaigns & wrote articles advocating for social causes. Leveraged digital platforms to inspire action & drive positive change.

NDTV - Swirlster (Dec 2019 - Jan 2020)

E-Commerce Content Writer

Crafted captivating product descriptions & engaging lifestyle content for an e-commerce platform, enhancing brand appeal & driving sales.

EDUCATION

Indian Institute of Digital Education (2024-2025)

Post Graduate Program in Digital Marketing

Amity University, Noida (2018-2021)

B.A. Honours English

CERTIFICATIONS

- Business Communication Certification
- Foreign Language Course in German
- Canva Master Course from Udemy
- Web Development Bootcamp by Dr. Angela Yu (Udemy)