

JYOTSANA ALE

Digital Marketing Specialist

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SUMMARY

Results-driven Digital Marketing Specialist with a proven track record of driving brand growth & customer engagement. Skilled in project management, data analysis, content creation, & social media marketing. Proficient in digital marketing tools & platforms, including Canva, CapCut, Clickup, Notion, Slack, Meta Business, Zoho, MS Office, and Jira.

SKILLS

Technical Skills: Search Engine Optimization(SEO), Social Media Marketing, Paid Ads, Content Marketing, Email Marketing, Analytic Tools

Soft Skills: Project Management, Communication, Creativity, Problem-Solving, Data Analysis, Basic designing, Team Management

PROFESSIONAL EXPERIENCE

Marketing Project Manager | BlackTech. Pvt. Ltd

Sept 2021 – June 2024

- Led innovative marketing projects that drove brand growth and customer engagement.
- Handled multiple projects, including website management, social media marketing, & paid campaigns.
- Managed diverse teams and ensured project milestones were met on time and within budget.
- Conducted data-driven market research to inform strategic decision-making.
- Successfully organized and executed a "Figma One Day Session for Beginners" event, demonstrating strong event management skills

Digital Marketing Specialist | RestroX

Sept 2021 - June 2024

- Developed and executed effective digital marketing strategies that boosted online presence and drove customer acquisition.
- Analyzed key performance metrics and generated regular reports to measure the effectiveness of campaigns, making data-backed adjustments for continuous improvement.
- Successfully launched a viral marketing campaign featuring a video demonstrating the ease of using the RestroX app, resulting in 1000+ views, increased website traffic, and generated 500+ leads.
- Implemented basic SEO strategies to optimize website content and improve search engine rankings.
- Developed and executed targeted email marketing campaigns to nurture leads and drive conversions.

Freelance Recruiter | Audio Bee

June 2020–June 2021

- Independently managed end-to-end recruitment processes from sourcing to onboarding.
- Conducted in-depth assessments and reference checks to ensure candidate quality & fit.
- Built a strong professional network and placed qualified candidates.

Transcriptionist | Audio Bee

June 2020–June 2021

- Transcribed a wide range of audio content in Hindi, English, and Nepali languages with high accuracy and attention to detail.
- Utilized transcription software to improve efficiency and quality.

EDUCATION

Pokhara College of Management | Pokhara University
Bachelors in Business Administration (BBA)

Pokhara
July 2021

INTERNSHIPS/ COMMUNITY INVOLVEMENT (EXPERIENCES)

Organized by MetLife

1st Oct - 8th Oct 2018

Trained as a participant for Life Insurance Agent Basic Training Program.

Internship at ABGS Grp. Pvt. Ltd.

10th Oct - 18th Jan 2020

Did an eight weeks internship program in administration of the company.