

# Vaidehi Singh

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**OBJECTIVE** To help organizations with creative, unique, and effective marketing plans and strategies.

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**PROFILE** Currently working as Digital Marketing Lead at Searce, Pune  
10+ years of blogging & 7+ years of corporate experience in online industry.  
Ex-entrepreneur, content therapist, blogger, social media expert, WordPress enthusiast, speaker of WordCamp Udaipur 2017, and SEO lover.  
Expertise in content marketing, organic marketing, social media marketing, PR, event management, and email marketing.  
Interested in blogging, audio/visual content, WordPress, and every creative stuff.  
Keen to apply creative marketing knacks to achieve organizational goals.

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**EDUCATION**

**PG Diploma in Mass Communication & Journalism**  
Graduate in 2016 from IGNOU

**Masters in Business Administration (HR & Finance)**  
Graduated in 2010 from U.P. Technical University

**Bachelors in Commerce**  
Graduated in 2007 from MJP Rohilkhand University, Bareilly

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**CERTIFICATIONS**

**Google Analytics for Beginners**  
Graduated in 2017 from Google Analytics Academy

**English Grammar & Style**  
Graduated in 2015 from University of Queensland, Australia (edx)

**Social Media Marketing**  
Graduated in 2014 from Digital Vidya

**Graphic Designing & Authoring Multimedia**  
Graduated in 2006 from Arena Multimedia

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**SKILLS**

- Blogging (Text & Audio)
- Content Marketing
- Social Media Marketing
- Search Engine Optimization
- Inbound Marketing
- Google Analytics
- Team Management
- WordPress

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**CAREER HIGHLIGHTS**

**Speaker**  
*WordCamp Udaipur 2017*  
Spoke at WordCamp Udaipur 2017 on 'How to develop and leverage Hindi content'.

**Judge**  
*Littlewoods Ireland Blog Awards 2016*  
Contributed in Littlewoods Ireland blog award 2016 as a judge.

### **Owns an award winning blog**

*Liebster Blog Awards*

Vaidus World earned Liebster blog award, a community based award in Nov 2015.

### **Top Marketing Blogs in India in 2015**

*Search Engine Journal*

Headed & managed Digital Vidya's blog (Feb, 2014 – Mar, 2015) & it was listed as one of the Top Marketing Blogs of the country in April 2015.

### **Best Performer Award in 2010**

*IndiaMart InterMesh Ltd.*

Earned Best Performer Award for maximum output/productivity.

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## **EXPERIENCE**

### **Searce**

#### **Marketing Lead (Jul 2017 - Present)**

##### Key Deliverables

1. Coordinating with Google India team to provide marketing support.
  2. Developing digital marketing strategies to enhance organic traffic and boost organic leads.
  3. Handling PR activities and entire event management.
  4. Managing social media platforms, driving quality leads from them, increasing online presence through social listening, and enhancing social engagement.
  5. Taking care of email campaigns for current customers and prospects.
  6. Managing marketing inventory.
  7. Designing and creating marketing assets.
  8. Working closely with the website development team and helping them visualize the marketing needs and overall vision of the company.
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### **Vaidus World**

#### **Poet & Blogger (Mar 2007 - Present)**

It's a bilingual personal self-hosted WordPress blog. It came into existence in the year 2007. It covers poems, short stories, opinionated blogs, curated quotes, and audio blogs.

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### **Marketing Singh**

#### **Blogger (Jun 2017 - Present)**

Marketing Singh is my pen name for this Digital Marketing blog. It was developed to educate its audience with different aspects of Digital Marketing and WordPress. The purpose is to educate bloggers, marketers, and any professional interested in Digital media.

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### **Jeet eSolutions**

#### **Founder (Sep 2013 - Jul 2017)**

##### Key Deliverables

1. Working on digital marketing projects of different clients pertaining to various industries.
  2. Developing marketing plans and strategies;
  3. Enhancing organic reach through social media;
  4. Developing client relationship and satisfying them to the best of the abilities by delivering quality services;
  5. Managing editorial calendar for clients and delivering effective content solutions;
  6. Providing content development and social media training to the clients; and
  7. Taking care of PR activities of the company.
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## **Digital Vidya**

**Manager: Digital Marketing Internship Program (Feb 2014 - Mar 2015)**

### Key Deliverables

1. Created and managed the process of digital marketing internship program for the digital marketing interns.
  2. Launched and streamlined research based internship program for the participants of digital marketing trainings.
  3. Developed content strategies for lead generation.
  4. Kept an eye on Google analytics and organic traffic to develop effective SEO friendly strategies.
  5. Interviewed industry experts for company blog.
  6. Handled company's social media (such as Facebook, Twitter, LinkedIn, Google+, Pinterest, SlideShare etc.) channels.
  7. Managed a team of interns working from remote locations.
  8. Trained interns with all areas of digital marketing through online sessions.
  9. Created press releases and promoted the services of the company.
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## **HT Media**

**Freelance: Resume Developer & Social Media Writer (Jan 2013 - Sep 2013)**

### Key Deliverables

1. Developed resumes, cover letters, and LinkedIn profiles for the clients, ranging from fresher level experience to senior level experience, of Shine.com (HT Media company).
  2. Created resumes as per the market demand of different geographical locations.
  3. Counselling clients and helped them in using LinkedIn effectively
  4. Coordinated with the quality team to understand the quality parameters of the company.
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## **Search Value Pvt. Ltd.**

**Freelance Writer (Aug 2011 - Oct 2013)**

### Key Deliverables

1. Developed content on various topics, niches, and industries like, non-technical, technical, travel writing, medical writing etc.
  2. Kept company parameters and standards in mind while developing content.
  3. Provided quality work on time without any delay.
  4. Coordinated with the quality team to understand the quality parameters of the company.
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## **IndiaMart InterMesh Ltd.**

**Executive: Project Delivery (June 2010 - Oct 2011)**

### Key Deliverables

1. Managed a team of quality analysts, web designers, customer care executives, content writers, online marketing professionals, data entry executives, and promotion executives.
2. Handled projects of different regions across the nation.
3. Responsible for quality check and hosting of catalogs.
4. Coordinated with different departments and teams to get the catalogs done and hosted on time.
5. Handled client queries to provide quick results to them.
6. Coordinated with vendors to get quality content for mini-dynamic catalogs.
7. Guided subordinates and made strategies to achieve weekly targets.