

Vaidehi Singh Sharma

Marketing Professional with 11+ Years Experience in Digital Marketing

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EXPERIENCE

Fact.MR (Future Market Insights), Pune — Team Lead: Digital Marketing & Brand Development

APR 2018 - JAN 2019

Doing past marketing results analysis, creating digital marketing plans, developing strategies to achieve marketing objectives, keeping a track of organic traffic, managing social media (paid + organic), and generating high-quality leads.

HR Remedy India, Pune — Part-time Digital Marketing Trainer

FEB 2018 - MARCH 2018

Worked as a trainer for students aspiring to be Digital Marketers with various subject areas of Digital Marketing.

Automattic Inc, Remote — Trial Happiness Engineer

NOV 2018 - DEC 2018

Did troubleshooting of customer issues and answered support requests related to the WordPress.com core, domain hostings, and registrations, WordPress.com themes, and customization, WordPress.com plans, etc. Did testing of new features of WordPress.com launched by the company.

Searce, Pune — Marketing Lead

JULY 2017 - NOVEMBER 2017

Developing online marketing plans and strategies for productive digital outreach, building and maintaining client relationships, working closely with web development team for improved online results, and maintaining marketing inventory and assets.

Jeet eSolutions, Remote — Founder

SEP 2013 - JUL 2017

Worked on digital marketing projects, built client relationships, and developed overall marketing plans and strategies for the organization.

Digital Vidya, New Delhi — Digital Marketing Internship Manager

FEB 2014 - MAR 2015

Created, managed and streamlined digital marketing internship program, developed marketing strategies for boosting online traffic, and trained interns in learning Digital Marketing and using WordPress.

SKILLS

WordPress

HTML

CSS (Basic)

Organic Marketing

Content Development & Marketing

Blogging (Text & Audio)

Social Media

Audio/Video Editing

AWARDS

Liebster Blog Awards [earned by Vaidus World](#), my 11+ year old personal blog.

Top Marketing Blog in India (2015) received by Digital Vidya Blog, syndicated by me and my team.

Best Performer Award (2010) at IndiaMart InterMesh Ltd.

CAREER HIGHLIGHTS

[Will Speak at WordCamp Pune \(2019\)](#)

[Speaker at WordCamp Udaipur \(2016\)](#)

[Judge at Littlewoods Ireland Blog Awards \(2016\)](#)

Translation Contributor at WordPress.org

Contributor at

HT Media, Remote — *Freelance: Resume Developer & Social Media Writer*

JAN 2013 - SEP 2013

Developed résumés, cover letters, and LinkedIn profiles of the clients of shine.com, a job portal under HT Media. Moreover, helped clients in understanding and leveraging LinkedIn to get their desired jobs.

Search Value Pvt Ltd, Remote — *Freelance Writer*

AUG 2011 - OCT 2013

Developed content on various topics, niches, and industries like technical, non-technical, travel, medical, real estate, lifestyle etc.

IndiaMart InterMesh Ltd., Noida — *Executive: Project Delivery*

JUN 2010 - OCT 2011

Coordinated with different teams and departments for the completion of mini websites, ensured delivering quality, took client queries, and hosted them after client satisfaction.

EDUCATION

IGNOU, New Delhi — *PG Diploma (Journalism & Mass Communication)*

GRADUATED IN 2016

IFTM, Moradabad — *MBA*

GRADUATED IN 2010

Hindu College, Moradabad — *B.Com*

GRADUATED IN 2007

CERTIFICATIONS

Google Analytics Academy, Online — *Google Analytics for Beginners*

GRADUATED IN 2017

University of Queensland, Online-eDx — *English Grammar & Writing Style*

GRADUATED IN 2015

Digital Vidya, Online — *Social Media Marketing*

GRADUATED IN 2014

Arena Multimedia, Moradabad — *Diploma in Graphic Designing & Authoring Multimedia*

GRADUATED IN 2006

LINKS

[Marketing Singh](#) (A marketing blog created to educate the audience with various aspects of Digital Marketing & WordPress.com)

[Vaidus World](#) (A personal self-hosted WordPress Blog having poems, short stories, opinionated blogs etc.)

[LinkedIn](#)

[Twitter](#)

[Facebook](#)

[Google+](#)

INTERESTS

Music, Kathak (an Indian classical dance form), Poetry, Reading, Storytelling, Travelling, and exploring new technologies and open source applications.

LANGUAGES

English and Hindi