POORNIMA CHAUHAN

PERFORMANCE MARKETER / DIGITAL MARKETING

PROFILE

Hi, I'm **Poornima Chauhan!** I'm a performance marketer who loves helping brands grow through **SEO, PPC, and Social Media Optimization.** For me, it's not just about numbers; it's about creating strategies that feel authentic and truly connect with people.

CONTACT

Portfolio - www.digitalpurni.com

www.linkedin.com/in/poornimachauhan/

+91 9311431816

New Delhi , India

ACTIVITIES AND INTERESTS

- Travel
- Photography
- Video editing
- Color grading
- Self-growth

EXPERIENCE

DIGITAL MARKETING INTERN – BANZAARA TRAVELS

MAY 2024 – NOVEMBER 2024

- Optimized the keyword "Jim Corbett safari booking," improving its ranking from the 17th position to the **4th** on **Google's first page** within just two months..
- Increased the website's **Domain Authority (DA)** by **2%** through a targeted **link-building strategy**, including outreach to relevant high-authority websites.
- Conducted in-depth keyword research and implemented on-page SEO improvements to enhance content performance.
- Wrote engaging and SEO-friendly content for their second website **Eagle Safaris**, focusing on **resorts** and **safari packages**, improving organic traffic and user engagement.

TGC INDIA

DECEMBER 2023 – APRIL 2024
(Duration: Training + Project Work)

*Created and managed a digital marketing campaign for the **Jaipur Graphic Designing Program**, targeting potential students and increasing enrollments. Optimized ad campaigns using **Google Ads**, focusing on budget efficiency and ROI-driven strategies.*

EDUCATION

DIGITAL MARKETING AND FRONT- END DEVELOPMENT

TGC INDIA , SOUTH EX , NEW DELHI
DECEMBER 2020- JANUARY 2024

BACHELOR IN SCIENCE HONORS

UNIVERSITY OF DELHI , ACHARYA NARENDERA DEV COLLEGE, NEW DELHI
JUNE 2014

KEY SKILLS AND CHARACTERISTICS

SEO (Search Engine Optimization), PPC (Pay-Per-Click, Social Media Marketing, Link Building, SEO Tools Expertise: Proficient in Google Search Console, SEMrush, and Ahrefs for tracking performance, conducting audits, and competitor analysis, Basic knowledge of HTML and CSS.