

# AARTI YADAV

Certified in Digital Marketing  
Dual Specialized in Finance & HR

[Raoaarti7600@gmail.com](mailto:Raoaarti7600@gmail.com) | ☎: 9711119744 | Age:30 | Female

Flat no- 501, Sheeba Apartment, Sector-28, Gurgaon, Haryana -122002

## ACADEMICS

Qualification	Institute	Board/University	Year	Division/%
Certified	Digital Performance Private Limited	Digiperform	2022	1 <sup>st</sup>
Master of Arts (Economics)	Arni University	Arni University	2017-2019	1 <sup>st</sup>
B. ED (Bachelor of Education)	Swami Vivekanand University	Swami Vivekanand University	2015-2017	1 <sup>st</sup>
MBA	Maharishi Dayanand University	Maharishi Dayanand University	2013-2015	1 <sup>st</sup>
BBA	Softdot Hi Tech Education & Training Institute	Jamia Hamdard University	2010-2013	2 <sup>nd</sup>
12 <sup>th</sup> Board	Veer Public School, Delhi	CBSE	2010	1 <sup>st</sup>
10 <sup>th</sup> Board	Sarvodaya kanya Vidyalaya, Delhi	CBSE	2008	1 <sup>st</sup>

## CERTIFICATION FROM DIGITAL PERFORMANCE PRIVATE LIMITED

<b>Digital Marketing</b>	<ol style="list-style-type: none"><li><b>Video Editing</b><ul style="list-style-type: none"><li>Social Media Videos (YouTube, Instagram, Facebook)</li><li>Real Estate Videos</li><li>Video Marketing</li><li>Visual Effects</li><li>Subtitles &amp; Captions</li><li>Software (Filmora, Capcut)</li></ul></li><li><b>Graphic Designing</b><ul style="list-style-type: none"><li>Social Posts &amp; Banner Design (Canva, Runway)</li><li>Poster Design</li><li>Image Editing</li><li>T shirt &amp; Merchandise</li><li>Book Cover</li></ul></li><li><b>Automation YouTube Channel</b><ul style="list-style-type: none"><li>YouTube Channel Management</li><li>Video Editing</li><li>Article to Video</li><li>Social Media Management (SMM)</li></ul></li><li><b>AI Specialization</b><ul style="list-style-type: none"><li>Image Generation</li><li>AI Artists</li><li>AI Content Editing</li><li>Custom Image Prompts</li></ul></li></ol>
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	<ul style="list-style-type: none"><li>• PPT</li><li>• Video generation</li><li>• Text to Voice (AI Voice Over)</li></ul> <p><b>5. Content Writer</b></p> <ul style="list-style-type: none"><li>• Articles &amp; Blog Posts</li><li>• Website Content</li><li>• SEO Writing</li><li>• Proof reading &amp; Editing</li></ul> <p><b>6. Website Development</b></p> <ul style="list-style-type: none"><li>• WordPress</li><li>• Shopify Website</li><li>• Website Migration</li><li>• Chatbot (WhatsApp, Telegram)</li><li>• Ecommerce Website</li><li>• Product Listing</li></ul>
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<b>Live Projects</b>	<p>1. Social Media</p> <ul style="list-style-type: none"><li>• <a href="https://www.linkedin.com/in/bittooyadav-4b71a126/">https://www.linkedin.com/in/bittooyadav-4b71a126/</a></li><li>• <a href="https://www.linkedin.com/in/byrg-lands-91640710a/">https://www.linkedin.com/in/byrg-lands-91640710a/</a></li><li>• <a href="https://www.linkedin.com/company/stambhz-estate/">https://www.linkedin.com/company/stambhz-estate/</a></li><li>• <a href="https://www.linkedin.com/company/stambhz-estate/">https://www.linkedin.com/company/stambhz-estate/</a></li><li>• <a href="https://www.youtube.com/@KidsChannelTv98">https://www.youtube.com/@KidsChannelTv98</a></li><li>• <a href="https://www.youtube.com/@TouristTriumphs">https://www.youtube.com/@TouristTriumphs</a></li><li>• <a href="https://www.instagram.com/motivationtheark/">https://www.instagram.com/motivationtheark/</a></li><li>• <a href="https://www.instagram.com/yogic.alchemist/">https://www.instagram.com/yogic.alchemist/</a></li><li>• <a href="https://www.youtube.com/@Astronomicss">https://www.youtube.com/@Astronomicss</a></li><li>• <a href="https://www.youtube.com/@HistoricAI98">https://www.youtube.com/@HistoricAI98</a></li></ul> <p>2. Website Development</p> <ul style="list-style-type: none"><li>• <a href="https://stambhzestate.com/">https://stambhzestate.com/</a></li><li>• <a href="https://byrglands.com/">https://byrglands.com/</a></li><li>• <a href="https://brightdigitalfuture.com/">https://brightdigitalfuture.com/</a></li><li>• <a href="https://www.bingotingo.in/">https://www.bingotingo.in/</a></li><li>• <a href="https://chhokers.com/">https://chhokers.com/</a></li><li>• <a href="https://chookers.online/">https://chookers.online/</a></li></ul>
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## WORK EXPERIENCE (5 years)

Fujikura Global, USA		Admin Assistant (Freelancer)	May'22 – December 24
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"><li>• Presently I am working in Fujikura Global Atlanta USA under an IT Developer as a freelancer About Fujikura Global: Fujikura Global is a Japan based company deals in various optical fibre cable.</li><li>• Nature of work performed as an Admin Assistant:<ul style="list-style-type: none"><li>- Content Writer: My role is to write content for his speeches and meetings based on his nature of events. For example: Board meeting, Official meeting, and social events.</li><li>- Email Handling: I am handling his official mails and manage them as per the priority.</li><li>- Label Aligning: I am helping him to align and design the labels as per the layout provided by the company.</li></ul></li></ul>		
<b>Opportunities received</b>	<ul style="list-style-type: none"><li>• Got an opportunity of working with an International Company under an experienced IT Developer based in USA.</li><li>• It is a great Global Exposure for me to enhance my skills and personality.</li></ul>		

Freelancer, UK		Social Media Manager	July'23 – Present
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"><li>• Presently I am working Social Media Manager in UK.</li><li>• Nature of work performed as Social Media Management:<ul style="list-style-type: none"><li>- Content Writer</li><li>- Graphic Designer</li><li>- Video Editor</li><li>- Social Media Handling</li></ul></li></ul>		
<b>Opportunities received</b>	<ul style="list-style-type: none"><li>• Got an opportunity of working with experienced person who helps me to learn AI.</li><li>• It is a great Global Exposure for me to enhance my skills and personality in the field of Digital Marketing.</li></ul>		

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Pine Crest Public School, Gurgaon		CBSE & Examination Incharge	Sep'18 –Sep'19 (12 Months)
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"><li>• During my working tenure, I have worked on different occasions like at the time of examinations have to examine the content provided by the subject teachers.</li><li>• My role was to examine and align the Question paper as per the CBSE guidelines.</li><li>• Conduct the examination and assign the duties accordingly.</li><li>• During the examination my role was to observe each and every activity taking place, at that point of time so that everything goes as per plan.</li><li>• At last, I prepare results according to CBSE Norms.</li><li>• Managing official mails from CBSE.</li></ul>		
<b>Appreciations received</b>	<ul style="list-style-type: none"><li>• Appreciated by the Principal for showing the technical knowledge as per experience and for communicating the issues on real time basis to onshore CBSE Board times.</li><li>• Appreciated by principal for working late in case of urgent deadlines needs to be met and proactive in taking necessary calls with the onshore teams at the time of board exams.</li></ul>		

Lingaya's Public School, Delhi		Economics Teacher	Nov'02 –Jul'31 (8 Months)
<b>Roles and Responsibilities</b>	<ul style="list-style-type: none"><li>• During my working tenure, I have worked as an Economics teacher.</li><li>• Nature of work performed in Lingayas Public School:<ul style="list-style-type: none"><li>- Teaching the Classes from 11 and 12 grade.</li><li>- Prepare exam question papers.</li><li>- Conduct the exams.</li></ul></li></ul>		
<b>Appreciations received</b>	<ul style="list-style-type: none"><li>• Appreciated by the Principal for 100 % Result in 12<sup>th</sup> Board exams in economics subject.</li></ul>		

## PERSONAL SKILLS

<b>Personal Skills</b>	<ul style="list-style-type: none"><li>• Always willing to learn new technologies related to AI.</li><li>• Comprehensive problem-solving abilities</li><li>• Willingness to learn team facilitator hard worker.</li><li>• I have adopted effective communication skills to suit different situations, individual or teams to ensure that there is no communication gap, requirements are well understood, issues identified are communicated on timely basis and expectations and requirements are met.</li></ul>
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## EXTRA CURRICULAR ACTIVITIES

<b>Social</b>	<ul style="list-style-type: none"><li>• Always an active on Social Platforms</li></ul>
<b>Interests/Hobbies</b>	<ul style="list-style-type: none"><li>• Dancing, Travelling, learning new things and designing,</li></ul>