

TANU SOLANKI

Digital Marketing Executive | SEO | Performance Marketing | Social Media

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PROFESSIONAL SUMMARY

Digital Marketing professional with hands-on experience in SEO, Google Ads, Meta Ads, social media marketing, email marketing, content strategy, and analytics. Skilled in executing practical marketing projects including keyword research, SEO audits, paid campaign planning, email funnels, backlink outreach, and social media strategy. Seeking an entry-level role in Digital Marketing, SEO, Performance Marketing, or Social Media Management.

CORE SKILLS

- SEO — Keyword Research, SEO Audits, On-Page & Technical SEO, Content Pillars, Backlink Outreach
- Paid Marketing — Google Ads, Meta Ads, Campaign Planning, Ad Copywriting, Audience Targeting
- Social Media — Instagram, Facebook & YouTube Strategy, Content Planning & Calendars
- Email Marketing & Analytics — Email Funnels, Campaign Planning, Performance Metrics, Reporting
- Content & Web — Content Strategy, Copywriting, WordPress, Elementor, E-commerce Product Listing

TOOLS & PLATFORMS

Google Ads • Google Keyword Planner • Meta Ads Manager • Meta Business Suite • SEMrush • Ubersuggest • Brevo • Canva • WordPress • Elementor • CapCut • VN

INTERNSHIP EXPERIENCE

Digital Marketing Intern

1 Month

SkillCircle, Jaipur

- Completed a 1-month practical internship with hands-on training, executing real client-style projects across SEO, paid ads, email, and social media (detailed below)

PRACTICAL PROJECTS

- SEO & Content Strategy — SEO audits, keyword research, content pillars, monthly SEO plans, technical SEO recommendations, backlink outreach strategy
- Google Ads Campaign — Paid search campaign structure, keyword targeting, ad copy, audience intent, performance measurement framework
- Meta Ads Campaign — Facebook/Instagram ad campaign for SkillCircle: objectives, audience targeting, creatives, copy, key performance metrics
- Email Marketing Funnel — Multi-email customer journey (awareness, reminder, follow-up, conversion) using Brevo: subject lines, preview text, CTAs, sequencing
- Social Media Strategy — Instagram, Facebook & YouTube content ideas, hooks, formats, and engagement-focused posting plans
- Analytics & Reporting — Marketing performance reports; analyzed core metrics to evaluate campaign, SEO, and content performance

EDUCATION

Bachelor of Arts (BA) – 2024 -2027

Currently Pursuing

Rajasthan University

Diploma in Digital Marketing

SkillCircle, Jaipur — Training & Practical Internship

Class XII (Humanities): 91.80% | Class X: 75%

CERTIFICATIONS

- SEO Certification
- Google Ads Certification
- Social Media Marketing Certification

Portfolio: tanu-solanki-portfolio.lovable.app | LinkedIn: [linkedin.com/in/tanusolanki](https://www.linkedin.com/in/tanusolanki)