

Diksha Kalsotra

Digital Marketing Professional

Certified Digital Marketing Professional with a proven track record in Social Media Management, Content Marketing, SEO, and Influencer Marketing. My expertise extends to comprehensive campaign management, encompassing Google Ads and Facebook Ads. With a rich background in Problem-Solving, Storyboarding, and Design thinking, I possess a talent for adapting swiftly to new fields, ensuring innovative and effective solutions. Committed to staying at the forefront of industry trends, I bring a dynamic approach to every facet of digital marketing.



kalsotradiksha@gmail.com



+4915143613260



Munich, Germany



dikshaportfolio.pro/



linkedin.com/in/diksha-kalsotra



WORK EXPERIENCE

Digital Marketing Program Career Foundry

08/2023 - 03/2024

Berlin, Germany

Achievements/Tasks

- Developed and executed case studies showcasing practical application of course concepts in realworld scenarios
- Designed and executed Instagram Marketing Strategy driving brand awareness and engagement within a real business context
- Developed and implemented a multi-channel marketing strategy, enhancing brand visibility and reach for Beauty Blend, my primary project
- Executed content marketing, SEO optimization, and full-funnel ad campaigns to drive performance marketing outcomes across various case studies
- [Portfolio](#) (Open Link)

Maternity Break Self Employed

01/2021 - 07/2023

Munich, Germany

Achievements/Tasks

- Successfully earned a Digital Marketing Diploma from the Digital Marketing Institute
- Established a supportive community on personal Instagram channels ([@dikshaftspiration](#) and [@dikshakalsotra](#)) focusing on connecting and engaging mothers in home workouts

Digital Marketing Intern Open as App GmbH

05/2020 - 11/2020

Munich, Germany

Achievements/Tasks

- Increased brand **engagement by 2X** by singlehandedly managing, creating, and scheduling the content for social media platforms, including Facebook, Instagram, Twitter, and LinkedIn
- Proactively responded to comments, posts and questions on various channels
- Analyzed and reported social media KPIs on a weekly basis for results and new trends using **Hootsuite** and recommended actionable insights to the leadership
- Performed keyword research, Competitor Research, and implemented backlink program using **Semrush**
- Assisted the team with On-Page SEO optimization using **Yoast SEO**, leading to **12% increase** in organic traffic
- Collaborated with team members to help expand marketing channels from 3 to 10



SKILLS

Microsoft Word, Excel, Powerpoint

Paid ads (Google, Facebook, Instagram, LinkedIn)

A/B Testing

SEO

Brand Awareness

CMS

Email Marketing

Lead Nurturing

Project Management



TOOLS

Google Analytics 4

Optimizely

Hootsuite

Semrush

Mailchimp

Sistrix

Canva

Adobe Photoshop

HubSpot

Asana



LANGUAGES

German B1

Professional Working Proficiency

English C2

Native or Bilingual Proficiency

Hindi C2

Native or Bilingual Proficiency



WORK EXPERIENCE

Instructional Designer

Lapiz Digital Services

07/2018 - 05/2019

Chennai, India

Achievements/Tasks

- Storyboarded e-Learning content for assurance of optimum flow using **Articulate 360**
- Designed course materials for engineering students and supported implementation
- Contributed to the development of a comprehensive employee training program using **Agile methodology**
- Recognized for optimizing project budget and resources and delivering time-critical projects

Content Writer

Freelance

02/2018 - 06/2018

Chennai, India

Achievements/Tasks

- [Postoast](#)- More than 10k content shares
- [Quora](#)- More than 1.4M content views

Customer Service Representative

Hinduja Global Solutions

01/2017 - 01/2018

Delhi, India

Achievements/Tasks

- Clarified customer issues and determined root cause of problems to resolve product complaints using Decision Trees
- **Best team player** award-2017 Q3 for achieving the highest client satisfaction score
- Mentored a team of 4 new joiners in quality control and client handling



EDUCATION

Digital Marketing

Professional Diploma

Digital Marketing Institute

08/2021 - 04/2022

Munich

Courses

- Successfully completed DMI's globally recognized Diploma program, gaining expertise in audience targeting, SEO, PPC advertising, social media optimization, and mobile marketing.

Electronics and

Communication Engineering

Punjab Technical University,
Punjab

08/2011 - 08/2015

Punjab, India



CERTIFICATES

SEO Link Building

Backlink Management

Influencer Marketing