

MUSKAN KATARIA

Digital Marketing Trainer & Specialist

PROFILE

I have been delivering digital marketing training for the last 4.5 years and have completed more than 30 batches with a student satisfaction rate of 99%. I have a total of nearly 5 years of experience in digital marketing, working with organizations. I possess strong expertise in SEO, AI-driven SEO (AIO, GEO), SEM, PPC, Meta Ads, content marketing, and social media strategy. I also have solid experience in paid PR outreach, media collaborations, influencer marketing, email marketing, and LinkedIn Sales Navigator. My experience spans both Indian and US markets, covering industries such as software, EdTech, SaaS, and cybersecurity.

PROFESSIONAL EXPERIENCE

Digital Marketing Trainer – Freelance

CIIM Chandigarh | Aug 2024 – Present

- Conducting weekly live classes (Monday to Friday) via Google Meet.
- Delivered in-depth training on all areas of digital marketing (organic and paid marketing).
- Worked on creating student projects, conducting evaluations, and managing LMS content (student material, resources, and class recordings).
- Conducted workshops on resume building, interview preparation, placement support, and student motivation.

Senior Digital Marketing Executive

MTechZilla | April 2024 – Present

- Executed lead generation using LinkedIn Sales Navigator and email marketing (Heyreach).
- Implemented lead-gen strategies for useSAASKit (MTechZilla product).
- Increased organic traffic by 50% and overall website traffic by 59% in 2 months by achieving Top 10 rankings for branded keywords and improving SEO performance.
- Drove lead generation and improved AI visibility in ChatGPT and AI Overviews through strategic listicle-style blogs.
- Secured sponsored collaborations with platforms like Mobile App Daily.
- Engaged in podcasting to strengthen brand visibility.
- Managed social media posting on LinkedIn, Twitter, and YouTube.

Digital Marketing Executive & Trainer

Unified Mentor Pvt Ltd | Dec 2022 – April 2024

- Executed SEO strategies that secured Top 10 rankings for core course pages and significantly increased organic traffic.
- Managed a team of 5+ and handled Meta Ads, social media campaigns, and content creation.
- Recorded a course video series covering core digital marketing topics.
- Successfully delivered 15+ live digital marketing training batches.

Business Development Counsellor

ClassReady | May 2022 – Dec 2022

- Took English demo classes on weekends based on availability and in cases of teacher absence.
- Consistently exceeded targets, achieving an outstanding 130% performance for three consecutive weeks.
- Initiated daily calls to 100 leads via CRM for course enrollment.
- Achieved the President's Circle Award and was recognized as the Best Performer twice.

CONTACT

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🌐 [LinkedIn Profile](#)

EDUCATION

Punjab University, Chandigarh
Bachelor's of Science, Chemistry
Sep 2019 – June 2022

SKILLS

- Google Ads
- Google Analytics
- Google Search Console (GSC)
- AIO & GEO SEO Optimization
- SEMrush
- Ahrefs
- AI Tools (ChatGPT, Gemini, etc.)
- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- Meta Ads (Facebook & Instagram Ads)
- Influencer Marketing
- Content Creation & Copywriting
- Blogging
- Podcasting
- Canva
- WordPress
- WooCommerce
- Email Marketing
- LinkedIn Sales Navigator
- Strong Communication

CERTIFICATIONS

Webliquids, Chandigarh

Advanced Digital Marketing Training
Sept 2022 – Dec 2022