

Ankit Kumar



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Gandhi Vihar, Delhi



10 Oct 1999



Male

OBJECTIVE

Highly motivated and results-oriented recent MBA graduate seeking a challenging Digital Marketing position to leverage a strong foundation in various digital marketing disciplines. Eager to contribute to a dynamic team and utilize skills in content creation, social media marketing, SEO, and data analysis to achieve measurable online marketing goals.

EDUCATION

Sant Nirankari Public School, Class 12th (Commerce)

2016 – 2017 | Delhi, India

Dr. Bhim Rao Ambedkar College, University of Delhi,
B.A. (Hons.) Business Economics

2017 – 2020 | Delhi, India

Department of Distance and Continuing Education, School of Open Learning, University of Delhi, Master of Business Administration (MBA)

2022 – present | Delhi, India

PROFESSIONAL EXPERIENCE

Geeks For Geeks, Content Analyst Intern

Dec 2023 – Jun 2024 | Noida, India

- Written high quality articles, blogs, and listicles.
- Conducted in-depth reviews of articles, blogs, and listicles to ensure alignment with editorial guidelines and quality standards.
- Improved existing content through optimization of structure, headlines, clarity, and implemented SEO best practices, resulting in improved search engine ranking and traffic.
- Leveraged SEO tools to conduct comprehensive competitor analysis, identifying high-potential keywords and content gaps.
- Aligned keyword strategy with organizational objectives to drive organic traffic and increase visibility.

Mindgroom Services Pvt. Ltd.

Digital Marketing Intern

Aug 2022 – Feb 2023

Chhatarpur, New Delhi, India

- Managed over 90 Mindgroom Google My Business listings, claimed new listings, and boosted lead generation.
- Researched targeted keywords for Google ads campaigns.
- Monitor and analyze our company's social media presence, and also keep a close eye on our competitors' activities for informed strategic decisions.
- Created over 100+ social media creatives, and edited over 50 videos for social media and YouTube.
- Designed logos for Mindgroom franchises and created and edited design creative for their social media accounts.
- Utilized Excel and Google Sheets to maintain data of company listings, and scheduled tasks.

Digital Marketer

Mar 2023 – Dec 2023

Chhatarpur, New Delhi

- Created and Managed multiple Google ads campaigns for career counseling, DMIT software, DMIT franchise, and Midbrain Activation programs, driving conversions and increasing web traffic.
- Created and Managed multiple Facebook and Instagram ad campaigns, increased brand visibility and generated leads, and used Meta Ad Library.
- Researched and targeted high-performing keywords for ad campaigns using Google Keyword Planner.
- Executed multiple Facebook and Instagram ad campaigns leveraging meta ad library, boosting brand awareness and generating leads.
- Designed engaging social media creative.
- Edited long-form and short-form video content for social media using Adobe Premier Pro, Photoshop, and Canva.

CERTIFICATES

Google Ads

Google

Email Marketing

Hubspot Academy

Search Engine Optimization (SEO) Course

Udemy

Google Analytics

Google

Facebook and Instagram Ads Marketing Course

Udemy

Full Stack Web

Development Course

Udemy

Excel Begnner to Advance Course

Udemy

INTERESTS

Digital Marketing | Web Development | Cricket

SKILLS

Digital Marketing

- Content Creation
- Social Media Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Meta Ads
- Google Ads
- Email Marketing
- Google Analytics
- Google Tag Manager

Design and Video Editing

Adobe Photoshop
Adobe Premier Pro
Canva

Adaptable and Flexible

- Communication
- Problem-solving
- Multitasking and task-switching

Website Development

- Website development and Design
- Content Creation Management.

Data Analysis

Google Workspace

- Docs
- Sheets
- Slides
- Sites

Computer Language

- HTML
- CSS
- Javascript
- SQL

Microsoft office 365

- Word
- Excel

PROJECTS

Nitro Piston Mech - College Group Project

2019

We created "Nitro Piston Mech Website" to provide car and bike in-depth knowledge through articles and magazines to users.

Pamphlet for Prince Class

Oct 2022

Collaborated with the prince class team and designed a visually appealing pamphlet to promote its courses.

Food Menu for DOSE-15

Sep 2022

Collaborated with DOSE-15 team members to ensure it reflects the restaurant's brand identity, including logo, color scheme, and overall aesthetic.

LANGUAGES

Hindi | English

DECLARATION

I do hereby state that all the details mentioned above are accurate to the best of my familiarity and confidence. I bear the accountability for any blunder or mistake in the future.