

# Dharmik Khuman

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## Education

### Lala Lajpat Rai College of Economics

Racecourse, Mumbai

Bachelors in commerce

2022

### Lala Lajpat Rai College of Economics

Racecourse, Mumbai

Masters in commerce (Business Management)

2026

## Experience

### Eviska Infotech

2023

- Executed and optimized **performance-driven ad campaigns** across paid digital channels to improve conversions, ROI.
- Created and tested **ad creatives** using A/B testing to improve click-through rate (CTR) and conversion performance.
- Analyzed campaign data to identify optimization opportunities, including audience targeting, creatives, and landing page performance.
- Prepared weekly and monthly **performance reports** with actionable insights for continuous campaign improvement.

## Projects

### Founders Hub (IIT Patna E-Cell) | Founder January 2026 – Present

June 2020 –Present

- Startup Platform Development: Conceptualized and built a startup platform focused on digital branding, user acquisition, and market positioning.
- Conversion Optimization: Developed marketing funnels, high-converting landing pages, and strategic promotional.
- Growth Strategy: Designed and implemented outreach strategies utilizing social platforms and content marketing to drive community growth.

### Academic Research Paper: Gen-Z Monetization (standard academic format)

Researcher 2025

- Platform Analysis: Conducted comprehensive research on Instagram Reels and YouTube Shorts to identify successful digital growth and monetization models.
- Data Analytics: Analyzed engagement metrics and audience behavior patterns to determine high-impact content formats for influencer branding.

### Deloitte Australia Data Analytics Job Simulation on Forage

January 2026

- Completed a Deloitte job simulation involving data analysis and forensic technology
- Created a data dashboard using Tableau
- Used Excel to classify data and draw business conclusions

## Technical Skills

### Graphic Design & Visual Content

- Tools: Canva (Expert Level: Static, Video, & Motion), Adobe Photoshop (Basic)
- Core Skills: Social Media Visual Design
- AI Tools: AI-powered Design Tools (Image & Video Generation).

### UI/UX Design

- Tools: Figma (UI & Layout Design).
- Skills: UI-Friendly Design, Website & UI/UX Certification

### Data Analytics & Business Intelligence

- Analysis Tools: Microsoft Excel, Power BI, Google Analytics, Tableau.
- Digital Marketing Platforms