

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