

KAPIL SAINI

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Professional Summary

“Enthusiastic entry-level Digital Marketing professional with hands-on internship experience in SEO, content, and campaigns, eager to apply skills and grow with a dynamic organization.”

Skills

Why Me:

- MBA (AKTU) with strong interest in Marketing & SEO
- Fresh perspective + hunger to learn & grow
- Digital Campaign Management
- AI-Powered Marketing Tools
- SEO, GEO, AEO, SEM Strategies
- Social Media Management
- Web Analytics and Tracking

Key Skills:

- Consumer insights & market analysis
- Digital marketing & SEO ,GEO,EEAT,Great Knowledge To Make Brand Rank High On AI Agents.
- Strategic thinking & innovation

Work Experience

Digital Marketing Intern OHM Exports, Kanpur, India

June 2024– January 2025

- Handled customer queries via **chat/email** with high accuracy and empathy.
- Assisted in **account updates**, complaint resolution, and secure data handling.
- Coordinated with internal teams for **faster issue resolution**.
- Supported **digital campaigns** through basic content editing and email follow-ups.
- Maintained **reports (MIS)** and shared customer feedback for improvements.
- Applied strong **typing, communication, and persuasion** skills in every interaction.

Wilshire Pharmaceuticals Pvt. Ltd., Mumbai – Internship

Sept 2024 – Oct 2024

Conducted **product safety and market analysis** in pharmaceutical and **KERATO Oil(a dermatological oil used for skin repair and nourishment)**, aligning insights with **brand positioning strategies** to enhance consumer trust. Delivered **executive reports** on risk assessment and reputation management, boosting product credibility in competitive markets.

Education

Master of Business Administration (MBA)

64%

Pranveer Singh Institute of Technology, AKTU, Kanpur, India

Graduation

65.66%

Chhatrapati Shahu Ji Maharaj University, Kanpur, India

Certifications

- Foundations of Digital Marketing & E-commerce, Coursera (Email Marketing, Mobile Marketing, SEM, Marketing Analyst, Business Analyst).
- Google SEO Search Engine Optimization, Coursera (Website Speed Optimization, On-Page SEO, Off-Page)
- Product and Brand Management, NPTEL

Projects

E-commerce Digital Marketing Campaign

- Led digital marketing strategy for retail products, driving website traffic and conversions through SEO and social media advertising.

Smart Bottle Marketing (Mini Project)

- Developed digital campaigns to enhance product awareness, increasing engagement by 30% via social media and influencer partnerships.

Business Development for Restaurant (Mini Project)

- Implemented online strategies, including local SEO and social media promotions, to increase restaurant customer acquisition by 18%.

Leveraging Predictive Analytics for Data-Driven Decision Making in Retail

- Conducted research to enhance customer insights and operational efficiency using predictive analytics, improving targeted marketing strategies and inventory management.

Key Achievements

- Improved website traffic by 25%, engagement by 20%, and conversion rates by 15% through data-driven marketing efforts.
- Demonstrated expertise in optimizing campaigns across SEO, PPC, social media, and email marketing channels.
- Contributed to surpassing company marketing KPIs, generating measurable business value.

Interests & Hobbies

- Staying updated with digital marketing trends
- Developing customer engagement initiatives
- Conducting product research to enhance marketing strategies

Declaration

I hereby declare that all the information provided above is true to the best of my knowledge and belief.

COVER LETTER

Dear Hiring Team,

I am excited to apply for the position of Digital Marketing Executive at your esteemed organization, a role that perfectly aligns with both my educational background and passion for digital marketing. I recently completed my MBA from AKTU, Kanpur, with a strong focus on marketing and SEO, and I am eager to bring my fresh perspective, enthusiasm, and hands-on internship experience to contribute effectively to your team.

Although I am a fresher, my internships at OHM Exports and Wilshire Pharmaceuticals have provided me with valuable exposure to digital campaigns, content optimization, SEO techniques including GEO and EEAT, strategic thinking, and data-driven marketing. I have successfully assisted in driving engagement and website traffic using SEO, social media, and email marketing strategies, achieving measurable improvements in campaign outcomes.

I approach digital marketing with a strategic and innovative mindset, viewing each campaign as a puzzle where every element must fit seamlessly to deliver impactful results. I am keen to leverage AI-powered marketing tools, SEO, and analytical skills to optimize campaigns, improve brand visibility, and enhance customer engagement at your organization.

I am confident I will be a valuable asset to your agency, ready to give 200% effort daily. My understanding of how top agencies compete allows me to create strategies that exceed expectations. I am committed to delivering outstanding results and helping your agency stand out.

Your company's commitment to high-quality management content and innovative approaches resonates deeply with my aspirations. I am inspired by your work and am eager to contribute to your digital marketing strategies with the same passion for storytelling, data analytics, and consumer engagement that I have applied during my academic projects and internship experiences.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to your team and grow professionally within your esteemed company.

Sincerely,
Kapil Saini