

# KUNAL GAURAV

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| www.inketu.com | Bengaluru

## CAREER OBJECTIVE

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Aspiring digital marketing professional with hands-on experience in SEO, Google Ads, and content marketing. Proven ability to grow organic traffic, run ad campaigns, and manage end-to-end digital strategy. Currently growing a personal blog (5,000+ monthly views).

## SKILLS

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- MS Excel, Word, PowerPoint, Canva and Figma.
- SEO: On-page SEO, keyword research, link building
- Analytics & Ads: Google Analytics, Google Tag Manager, Google Ads, AdSense
- Content & Tools: Canva, WordPress, Mailchimp, HTML/CSS
- Platforms: SEMrush, Search Console, Meta Business Suite
- Other: Social media content planning, basic performance tracking, A/B testing

## EXPERIENCE

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### Digital Marketing Executive | Vsyenah Realities Pvt Ltd, Bengaluru | Jun 2025 – August 2025

- Managed company's online presence via SEO and social media strategies
- Created and posted OLX ads for residential plot listings to generate inbound leads
- Conducted B2C cold calling and lead follow-ups via WhatsApp to convert inquiries into prospects.
- Created and scheduled content using Canva.

### Founder & Blogger | [Inketu.com](http://Inketu.com) | March 2025 – Present

- Grew personal blog from zero to 5,000+ monthly views in one months through keyword research, SEO content, and backlink building.
- Used SEMrush and Google Search Console to identify opportunities and optimize on-page SEO.
- Created and published original blog content with consistent branding and structure.
- Integrated Google AdSense and tracked performance using Google Analytics.

## PROJECTS

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### Inketu.com Blog – SEO & Growth Strategy

- Developed and implemented an SEO plan focused on ranking for high-intent keywords.
- Used Google Analytics and Search Console to track rankings, traffic, and engagement metrics.
- Increased monthly visitors to **5,000+ in under one months** through consistent optimization and promotion.

### Google Ads Campaign for Blog Content.

- Set up Google Ads campaigns for top blog articles.
- Performed keyword planning and ad copywriting.
- Monitored results and optimized daily to increase CTR within budget.

## EDUCATION

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East West Institute of Technology. (Bengaluru Karnataka)

- Bachelor of Engineering (B.E)- Electronics and Communications Engineering.

## CERTIFICATIONS

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- Google Digital Garage – Fundamentals of Digital Marketing
- HP LIFE – Digital Business Skills, Business Email
- Great Learning – Social Media, SEO, Email Marketing, Google Analytics

## ACHIEVEMENTS

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- Personal blog with 500+ monthly visitors.
- Published Research Paper in IJIREICE (2021).