SAME TO SAME NAHI BANANA

**DIGITAL MARKETING LEARNER**

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## SUMMARY



Motivated and detail-oriented Digital Marketing intern, currently pursuing hands-on experience through an internship alongside a comprehensive course in Digital Marketing. Seeking a challenging entry-level position where I can leverage my growing expertise in SEO, content creation, social media strategy, and data analysis to contribute to the success of a dynamic organization.



## TECHNICAL SKILLS



Social Media Marketing WordPress Website Development Search Engine Optimization

Google Business Profile Optimization

Digital Data Analytics Paid Advertising Market Research Graphic Designing

Prompt Engineering Lead Genration Competitor Analysis Graphic Designing



**PROFESSIONAL EXPERIENCE**

# Digital BanJao | Digital Marketing Intern

# September 2024 - Present

**Website Development:** Built e-commerce and business websites using **WordPress and developed** an **e- commerce website** using **Woostify theme (@Mention Website Name)**, a business task website with Astra themes **(@Mention Website Name),** and blogging websites using GeneratePress themes **(@Mention Website Name).**

**Website Optimization:** Implemented SEO techniques such as keyword optimization, meta tag creation, image compression, and internal linking to improve user experience, search engine rankings, and website load speed. **Social Media Management** I created the social media account of the acquired example Business Task and optimized it according to the buyer persona. - **Business Name: @yourbusinessname**

Go-To-Market Task Created and Optimized **Google Business Profile** for **@mentionbusinessname.**

**Strategic Planning and Analysis Market Research:** Identified market trends and customer behavior to develop tailored business strategies as part of a **task at Skills Elephant**.

**Paid Advertising:** Gained expertise in designing impactful meta ads and strategies for generating high-quality conversion leads at DigitalBanJao, applying knowledge to optimize business outcomes.



## EDUCATION



### Your Collage/University Name - May 2014 - May 2016

 Course Name

### Your Collage/University Name - May 2024 - May 2027

 Course Name



## CERTIFICATION



 **Practical Diploma in Digital Marketing** - Skills Elephant

 **Internship Certificate** - Digital BanJao

 **Social Media Marketing** - Hubspot

 **Inbound Marketing -** Hubspot

 **Prompt Engineering for ChatGPT -** Great Learning

 **ChatGPT for Digital Marketing -** Geat Learning



## TOOLS



 Google trends

 Meta Pixel Helper  ColorZilla

 Ubersuggest  Merlin

 Google Tag Manager

 Google Search Console  VidIq

 Google keyword planner  Semrush

 Canva

 Capcut

 ChatGPT  Publer

 Get Response

 Google Analytics

Here are some key points to make your resume ATS-compliant:

Format & Structure

Use a Simple Layout –

 Stick to standard resume formats like reverse chronological or hybrid.

Avoid complex designs, tables, and columns.

Use Standard Headings – Such as:

 Summary / Professional Summary  Work Experience

 Technical Skills  Education

 Certifications  Tools

Resume Content Optimization

 Include Keywords from the Job Description - using relevant industry-specific keywords

 Use Simple Fonts – Arial, Poppins, or Times New Roman (size 11–12 for text, 14–16 for headings).

 Avoid Graphics & Images – ATS cannot read infographics, logos, or decorative elements.

 Use Bullet Points – Present achievements and responsibilities using concise bullet points.

ATS (Applicant Tracking System)

An applicant tracking system (ATS) is a software employers use to manage the entire application process. This system collects, scans, and selects the applications.

 Add important keywords (Tools, Skills) to your resume that are important for the position you are applying for.

 Keep in mind all mentions must be relevant and true.

Final Tips

 Spell Check & Grammar – Errors can cause rejection  Formate - Doc., Text, & PDF

 Keep it concise.