



Digital Marketing

Enthusiastic and creative **Digital Marketing student** with hands-on experience in **social media management, content design, and SEO**. Seeking an opportunity to gain practical exposure, contribute to online growth campaigns, and develop skills in branding, social media marketing, and content strategy.

Academic Details

- **MSc Computer Application**
SDJ International College,
Surat Ongoing
- **Bachelor of Computer Application** SDJ International College, Surat SGPA: 8.13
- **Class12**
Gurukrupa Vidhya Sankul School, Surat
Percentage: 93.6

Soft Skills

Creativity | Visual Communication | Team Collaboration | Time Management | Adaptability | Detail-Oriented | Problem Solving

Technical Skills

- **Digital Marketing Tools:** Canva, Google Analytics, Google Search Console, Keyword Research
- **Social Media Management:** Instagram Marketing, Content Posting, Hashtag Strategy
- **Design Tools:** Canva, CapCut
- **Other:** Basic SEO, Blog Optimization, Content Writing

Core Competencies

- Social Media Optimization (SMO)
- Search Engine Optimization (SEO)
- Content Planning & Posting
- Visual Design & Creativity
- Communication & Collaboration
- Consistency & Time Management

Certifications

- Google Digital Garage: Fundamentals of Digital
- Cyber Security Fundamentals Marketing
- Foundation Of IT Support
- Technical Analysis For Trading

Profile Summary

Motivated and creative individual starting a career in **digital marketing**, with practical experience in **social media posting, content design, and basic SEO**. I've worked on small projects like managing Instagram pages and creating posts for clients. Currently pursuing an **MSc in Computer Applications**, I'm eager to learn more and grow in areas like social media marketing, branding, and online promotion.

Work Experience

Digital Marketing Intern

June 2025–September 2025

Electro Global Solutions - JAIPUR

- Worked as part of the **SEO team**, managing blog creation, optimization, and publishing to enhance organic reach.
- Conducted **keyword research, on-page SEO, and content structuring** to make blogs engaging and search engine-friendly.
- Collaborated with the team on **content strategy, link-building activities, and performance tracking** using tools like Google Analytics and Search Console.
- Strengthened expertise in **SEO strategy, content marketing, and digital growth techniques** while contributing to the company's online presence.

Instagram Content Management

March 2025–June 2025

Freelance SMO Project

Client: Certified Nutrition & Fitness Coach | Role: Social Media Content Creator

- Continued working with the client to design and post Instagram content focused on nutrition and fitness education.
- Designed engaging posts using **Canva** and maintained a consistent look and tone for the brand.
- Assisted with captions, hashtags, and weekly content plans to match seasonal health topics.
- Helped sustain follower engagement and visibility through regular posting and creative ideas.

Instagram Content Management

May 2024–August 2024

Freelance SMO Project

Client: Certified Nutrition & Fitness Coach | Role: Social Media Content Creator

- Designed engaging Instagram posts and reels using Canva, aligned with the client's fitness and nutrition themes.
- Managed posting schedule and ensured consistent brand look and tone across all visuals.
- Worked closely with the client to plan weekly content and captions that matched audience interests.
- Supported brand growth and community engagement through creative and timely uploads.

