



Niket Kumar
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ABOUT

Marketing & Analytics professional with a data-driven mindset and creative expertise. Skilled in digital marketing, UI/UX design, and data analysis. Proactive and adaptable, with a strong focus on strategy, innovation, and business growth.

EDUCATION

Degree	Institute/University	Year	Percentage
MBA Analytics	Army Institute of Management and Technology, Greater Noida	2024-Pursuing	66%
Bachelor of Commerce	G. J. College	2023	61%
Class 12 th (P.C.M)	Kendriya Vidyalaya Danapur Cantt	2021	74%
Class 10 th (CBSE)	Kendriya Vidyalaya Danapur Cantt	2018	85%

INTERNSHIP AND EXPERIENCE

Corporate Graphics & Digital Marketing (Taquino India Pvt. Ltd.)

Mar 2023 - Mar 2024

- Created marketing designs, social media posts, and YouTube videos to boost brand presence.
- Managed content strategy, ensuring consistent branding and audience engagement.

Freelance Graphic Designer (Fiverr (Remote))

Mar 2022 - Mar 2023

- Completed 100+ projects, delivering custom branding and social media visuals.
- Designed YouTube thumbnails and promotional content to enhance digital marketing efforts.

ACADEMIC PROJECTS

- Personal Portfolio Website** – Designed and developed a portfolio website with a sleek, modern UI/UX to showcase skills in branding, digital marketing, and design. Built using HTML, CSS, and JavaScript in VS Code.
- Data-Driven Market Analysis & Consumer Insights** – Conducted a data-driven research project on consumer purchasing behaviour in digital marketing. Utilized Excel, Tableau, and Python for data collection, visualization, and trend analysis to develop insights for customer segmentation, brand positioning, and engagement strategies.
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PROFESSIONAL SKILLS

- Technical Skills:** Tableau, MS Excel (Pivot Tables, Data Analysis), Python, MySQL, R Programming, Power BI
- Behavioral Skills:** Creativity, Team Collaboration, Attention to Detail, Time Management, Problem-Solving
- Additional Skills:** Photoshop, Illustrator, Premiere Pro, Figma, Canva, CapCut

CERTIFICATIONS

- Bajaj Finserv Certification (Coordinator certificate along with course completion)** 2025
Gained knowledge in the field of banking and banking products along with batch management.
- MS Excel Certification** 2025
Gained expertise in data analysis, pivot tables, formulas, and automation using Excel.

LEADERSHIP AND CO-CURRICULAR ACTIVITIES

- Cultural Community Member – AIMT:** Actively contribute to cultural events and initiatives.
- Content Creator & Social Media Manager – AIMT:** Develop engaging content and manage AIMT's cultural page to enhance online presence.

INTEREST

- Content Creation, Exploring new place
- Football