

# Kashika Kumar

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## PROFILE

Enthusiastic and hardworking digital marketer committed to continuous learning and growth. Eager to contribute in a dynamic environment, apply creative strategies, and deliver meaningful results. Adaptable, driven, and ready to take on new challenges.

## SKILLS

- Meta Ads
- Lead Generation
- Performance Marketing
- E-Commerce
- Market Research
- Google Ads
- Web Development
- Content Development
- Social Media Optimization
- Problem Solving

## WORK EXPERIENCE

<b>Digital Marketing Intern, Sociopool Pvt. Ltd.</b>	<b>Ongoing</b>
<ul style="list-style-type: none"><li>Managed and optimized large-scale digital campaigns across Meta Ads for D2C and app-based brands like Galaxy Recharge, Pay2Earn, DirectPay4U and MyRechargeSolution.</li><li>Built the e-commerce brand Lofa Prints from scratch, managing website development and high-converting digital campaigns.</li><li>Collaborated closely in development of GTA Naturals (Haircare brand), supporting brand creation and performance marketing.</li></ul>	
<b>Marketing Intern, V-Mart Retail Ltd.</b>	<b>August 2024 - October 2024</b>
<ul style="list-style-type: none"><li>Analyzed from 240 customer segments spread across 5 zones, 40+ regions, and nearly 500 stores using Excel tools like Pivot Tables and VLOOKUP, helping the team understand customer patterns and regional trends at V-Mart.</li><li>Designed customer surveys filled by 4,000+ customers, analyzed the responses, and presented key insights to the team through interactive Excel dashboards.</li></ul>	

<b>Marketing Intern, BluMerk Business Solutions</b>	<b>July 2024 - August 2024</b>
<ul style="list-style-type: none"><li>Managed social media marketing and engagement, focusing on content development.</li><li>Analyzed Instagram agencies' content strategies and engagement to identify successful practices.</li><li>Created thematic content for Instagram and LinkedIn, including posts and reels following a structured content calendar.</li></ul>	

## ACHIEVEMENTS

- First Position in Ranneeti- A B-Plan Competition (Organized by Dyal Singh CollegeDU, with 70+ participants)
- Ranked within the top 5% in the Business Development-From Start to Scale examination
- Organized an Intra-college chess competition with 30+ participants within the college campus
- Volunteered at a free health camp organized in the college campus
- Organized Markethon, a flagship event of the marketing society of college, as a member of the events department

## CERTIFICATIONS

- Digital Marketing Course by SWRA
- Google Ads Training by Isaac Rudansky
- Microsoft Excel –Excel from Beginner to Advanced
- Business Analytics Plus Python by IMSProschool

## EDUCATION

<b>Bachelor of Business Administration</b>	<b>2022 - 2025</b>
Maharaja Surajmal Institute (GGSIPU)	
<b>Higher Secondary School (10+12)</b>	<b>2020 - 2022</b>
Bhatnagar International School	