

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

Digital Marketing Intern, Sociopool Pvt. Ltd.

Ongoing

- Managed and optimized large-scale digital campaigns across Meta Ads for D2C and app-based brands like Galaxy Recharge, Pay2Earn, DirectPay4U and MyRechargeSolution.
- Built the e-commerce brand Lofa Prints from scratch, managing website development and high-converting digital campaigns.
- Collaborated closely in development of GTA Naturals (Haircare brand), supporting brand creation and performance marketing.

Marketing Intern, V-Mart Retail Ltd.

August 2024 - October 2024

- 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.
- Designed customer surveys filled by 4,000+ customers, analyzed the responses, and presented key insights to the team through interactive Excel dashboards.

Marketing Intern, BluMerk Business Solutions

July 2024 - August 2024

- Managed social media marketing and engagement, focusing on content development.
- Analyzed Instagram agencies' content strategies and engagement to identify successful practices.
- Created thematic content for Instagram and LinkedIn, including posts and reels following a structured content calendar.

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 IMSProschoo

EDUCATION

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