

AASHIV KOHLI

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Enthusiastic **Master of Computer Application (MCA)** student with a strong foundation in **front-end development, Graphic design, and digital technologies**. Skilled in **web development, digital marketing, social media management, Search Engine Optimization (SEO), and content creation**. Creative, detail-oriented, and eager to contribute to innovative projects while continuously learning.

EXPERIENCE

June 2025 – Current

Social Media Specialist, Noted Ad Digital, Jalandhar, India

- Created and executed social media content strategies, managed brand posts and maintained social media engagement.
- Managed digital marketing campaigns to drive engagement and audience growth.
- Applied Search Engine Optimization (SEO) best practices to improve content reach.
- Collaborated with design teams and analyzed performance to refine strategies

December 2024 – February 2025

Web Developer, Trainee, Microsoft Learn Student Ambassadors

- Learned various new concepts related to web development, especially front-end interface development.
- Acquired hands-on experience with core technologies like HTML, CSS, and JavaScript, applied to modern frameworks and best practices.
- Training emphasized time management, visual communication, and project practices for more efficiency and standardization.

EDUCATION

August 2025 - present

Master's Of Computer Application (**MCA**), Lovely Professional University, **Phagwara, Punjab**

August 2022 - July 2025

Bachelor's Of Computer Application (**BCA**), DAV College , **Jalandhar , Punjab**

March 2021 - April 2022

12th (Senior Secondary Examination) , CBSE , Shiv Jyoti Public School , Jalandhar

March 2019 - April 2020

10th (Secondary Examination) , CBSE , Shiv Jyoti Public School , Jalandhar

SKILLS

- **Digital Marketing:** Social media, Content creation, SEO project management, Email Marketing.
- **Web Technologies:** HTML, CSS, JavaScript, ReactJS
- **Designing:** Canva, PicsArt, Adobe Photoshop (Basic)

CERTIFICATIONS

- **Ethical Considerations for Generative AI – IBM**
- **Digital Marketing Freelancer – WsCube Tech**
- **SEO – WsCube Tech**
- **Data Analyst – OneRoadmap**
- **Data Analytics Simulation – Deloitte Australia**
- **Frontend Development**
- **Web Development – Microsoft Learn Student Ambassadors**
- **CSS – HackerRank**
- **Cyber Awareness (AI Basics) – NIIT Foundation**
- **Professional Edge – NIIT Foundation**

DISCLAIMER

I hereby declare that above information is correct to the best of my knowledge & belief.