**Pankaj Kumar** Lucknow, India | +91-9876543210 | nitinsharma@email.com | LinkedIn | Portfolio

### **Career Objective**

A highly motivated BBA graduate with a strong foundation in digital marketing, social media management, and content creation. Proficient in SEO, SEM, and campaign strategy, with a keen interest in building impactful brand stories and driving audience engagement.

### **Education**

**Bachelor of Business Administration (BBA)** Amity University, Noida | 2021 – 2024

* Specialization: Marketing & Digital Strategy

### **Skills**

* **Digital Marketing:** SEO, SEM, PPC, Google Ads, Facebook Ads
* **Content & Branding:** Content Creation, Copywriting, Content Strategy, Storytelling
* **Analytics:** Google Analytics, Campaign Performance Analysis
* **Marketing Strategy:** Social Media Management, Lead Generation, Demand Generation
* **Tools & Platforms:** CRM, Email Marketing, Media Planning

### **Academic Projects**

**1. Social Media Campaign for a Local Brand**

* Created a 30-day social media calendar focusing on engagement and brand storytelling.
* Increased online engagement by 35% through optimized content strategy.

**2. Market Research Study on Consumer Preferences in Online Shopping**

* Conducted surveys and analyzed trends to suggest marketing strategies for small retailers.

### **Certifications**

* Google Digital Garage – Fundamentals of Digital Marketing
* HubSpot Content Marketing Certification
* Google Analytics Academy – Beginners Analytics

### **Achievements**

* Secured 2nd place in a Digital Marketing Case Study Competition at Amity Fest 2023.