



# DEEP KUMAR DAS

Performance Creative Specialist

## PROFESSIONAL SUMMARY

Performance Creative Specialist with hands-on experience in Google Ads, ad creative design, and UI/UX. Focused on creating performance-driven creatives, landing page layouts, and conversion-focused visual assets. Experienced in supporting digital campaigns from creative planning to execution, with a strong emphasis on usability, clarity, and results.

## CONTACT

📍 Howrah, West Bengal

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## SKILLS

Performance Creative Strategy Basic

Google Ads Advance

Graphic Design Advanced

UI/UX Design Advance

AI Tools Advance

## LANGUAGES

English Professional

Hindi Professional

Bengali Professional

## INTERESTS

- Digital Marketing Trends
- AI-Powered Creativity

## PROFESSIONAL SKILLS

### Digital marketing intern

NIHT Digital Marketing Institute

Digital marketing intern with hands-on exposure to Google Ads, SEO fundamentals, and performance-focused creative work. Assisted in creating ad creatives, supporting campaign execution, and designing user-centered layouts in Figma. Collaborated with teams on practical projects covering research, planning, execution, and basic performance analysis.

## WORK EXPERIENCE

### Apprentice Trainee – Production Department

Jubilant FoodWorks Ltd.

Maintained quality control standards and followed safety protocols. Gained hands-on experience in structured industrial processes, teamwork, and operational discipline.

## PROJECTS

E-commerce Mobile App UI/UX (Figma)

Google Ads Campaign & Social Media Ad Campaign

Motion Graphics & Video Editing

Adobe Premiere Pro Video Editing

## EDUCATION

### ITI – Fitter Trade 2021-2023

Howrah Homes Industrial Training Institute

### Higher Secondary Education 2021

Bantra M.S.P.C. High School