

DIVYANSH BHARDWAJ

 Portfolio |  @divyanshbhardwaj2273@gmail.com |  +91 9818526560 |  LinkedIn

EXPERIENCE

Joined as an intern at V-Spark, creating trendy social media creatives and reels for Gen-Z audiences, designing engaging visuals, and managing Instagram ad campaigns to boost reach, engagement, and brand awareness while aligning content with marketing strategies and audience trends.

SKILLS

- **SEO:** Core digital marketing foundation for organic growth and visibility.
- **Google Ads (PPC):** Managing campaigns, budgets, and performance-driven results.
- **Google Analytics (GA4):** Tracking user behavior and making data-backed decisions.
- **Google Search Console:** Monitoring search performance and fixing technical SEO issues.
- **Google Tag Manager:** Implementing advanced tracking and event measurement.
- **SEMrush:** Keyword research, competitor analysis, and SEO insights.
- **Social Media Marketing:** Driving traffic, brand awareness, and engagement.
- **Adobe Photoshop / Premiere Pro:** Designing creatives and editing videos for marketing campaigns.

PROJECTS

- **Jobs by Kilo – Social Media & Website Growth Project (Creative Design + Content Strategy)**
Planned and built a job-listing website and executed a social media content strategy, focusing on reels, engagement, reach, and performance metrics to drive traffic and user growth
- **SEO Audit Project (Analysis + Strategy)**
Performed a complete SEO audit of a website, analyzing keywords, on-page issues, and technical gaps, and created a clear improvement strategy to increase visibility.
- **GTA 6 Content Creation Project (Content + Engagement Strategy)**
Built a YouTube channel focused on GTA 6 news, targeting the fast-growing gaming industry using attention-grabbing content, trend-driven storytelling, and hype-based formats to drive engagement.

EDUCATION

Sharda University , Greater Noida, UP	2022 - 2025
Bachelor of Computer Application	
Navin Bharti Sr. Sec. School , Shahdara, Delhi	2019 - 2021
Junior College (Commerce)	

CERTIFICATIONS

Graphic Designer, (V-spark Company)