

KAMLENDRA SINGH

Digital Marketing & AI Specialist

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SUMMARY

Digital Marketing & AI Specialist with hands-on experience in SEO, Social Media Marketing, Paid Ads, and AI tools through practice and demo projects. Skilled in using AI for content creation, ad copy, audience research, and campaign optimization. Passionate about helping brands grow using data-driven strategies.

SKILLS

Digital Marketing: SEO (On-page), Social Media Marketing, Google Ads (Basics), Meta Ads, Content Marketing

AI for Marketing: AI Content Creation, Prompt Engineering, AI Ad Copy, AI SEO Tools

Tools: ChatGPT, Canva, Google Analytics (Basic), Search Console, WordPress (Basic)

PROJECTS

Instagram Growth (Practice Project)

- Planned organic growth strategy using Reels & hashtags
- Used AI tools for caption writing and content ideas
- Focused on improving reach and engagement

Google Ads Campaign (Demo Project)

- Performed keyword research and ad copy creation
- Designed lead-focused search ad structure
- Understood bidding strategy and campaign setup

Email Marketing Funnel (Sample Project)

- Created welcome and follow-up email sequence
- Focused on lead nurturing and conversions
- Used AI tools for subject lines and copy

EDUCATION

BCA (Pursuing 2024–2027) – Rajasthan University