

EDUCATION

Bachelor of Engineering (B.E), Electronics and Communication

Coorg Institute of Technology

2015 - 2020

Senior Secondary (XII), Science

ST PHILOMENA COLLEGE, PUTTUR, Karnataka 574202
(CBSE board)

Year of completion: 2015

Secondary (X)

KARNATAKA SECONDARY EDUCATION EXAMINATION BOARD
board

Year of completion: 2013

WORK EXPERIENCE

Freelance News Blogger

News Mirror, Virtual

Job • Apr 2023 - Jun 2023 (2 months)

Freelanced as a news blogger for News Mirror News Channel

Freelance Graphic Designer

Dreamz Interiors, Virtual

Job • Apr 2023 - Jun 2023 (2 months)

Freelanced as a graphic designer for Dreamz Interior Company

Freelance Social Media Manager

Dreamz Interiors, Virtual

Job • Apr 2023 - Jun 2023 (2 months)

Formerly served as a freelance social media manager for Dreamz Interior Company

Junior Process Associate

Verity Global Solutions, Virtual

Job • Dec 2020 - Feb 2022 (1 year 2 months)

Processed loan applications, coordinated with stakeholders, reviewed documents for compliance, conducted quality checks, and maintained accurate records.

POSITIONS OF RESPONSIBILITY

- Organized events to raise awareness for SaveSoil
- Emphasized soil preservation, policy influence, and future challenges.

TRAININGS

Social Media Marketing

Internshala Trainings, Online

Oct 2023 - Oct 2023

Google Display

Internshala Trainings, Online

Sep 2023 - Oct 2023

Google Search

Internshala Trainings, Online

Aug 2023 - Sep 2023

Digital Marketing

Internshala Trainings, Online

Jun 2023 - Present

GENERAL APTITUDE

Internshala Trainings, Online

Jun 2023 - Oct 2023

Successfully completed a 6 weeks online certified training on General Aptitude. The training consisted of Aptitude evaluation, Reading Comprehension, Quantitative Aptitude, Logical Reasoning, and Data Interpretation modules. In the final assessment, I scored 84% marks.

Digital marketing specialization

Internshala Trainings, Online

Jun 2023 - Apr 2024

PROJECTS

Google Display Ad Campaign

Sep 2023 - Oct 2023

https://trainings.internshala.com/uploads/google-display-dm-specialization/uploads/projects/v_3/3474564/651a46eee5b83.zip

Created a banner campaign showcasing products on an e-commerce site. I also selected audience based on the products to be marketed and bid appropriately

Facebook Shopping Page

Oct 2023 - Oct 2023

https://trainings.internshala.com/uploads/social-media-marketing-dm-specialization/uploads/projects/v_3/3474565/65257497e0e36.zip

"Created a Facebook page for a business and showcased products so that users can select and buy from my page itself

Google Search Ad Campaign

Sep 2023 - Sep 2023

https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v_3/3474563/650c0bf2dbd82.zip

Created a Google Search campaign in Google Ads by selecting right keywords, writing impactful ads, and selecting appropriate bids for the keywords

Plan Content & Email Campaign

Jul 2023 - Aug 2023

https://trainings.internshala.com/uploads/content-and-email-marketing-dm-specialization/uploads/projects/v_3/3474561/64ca85888412d.zip

Created an email marketing campaign, sent it to my contacts and measured the impact of the campaign.

SEO Audit & Report

Aug 2023 - Aug 2023

https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v_3/3474562/64e9b6575b0a7.zip

Conducted an SEO audit for a website and submitted a report on how the website can drive more organic traffic & move up in the ranks of Google Search Results

Publish Blog & Submit GA Report

Jun 2023 - Jul 2023

https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v_3/3474560/64aaac21bfb9d.zip

- Created and published my own blog and linked it with Google Analytics
- Added 5+ posts and analysed the traffic in the Google Analytics account

SKILLS

Google Analytics

Intermediate

Blogging

Intermediate

Content Marketing

Intermediate

Email Marketing

Intermediate

Search Engine Optimization (SEO)

Intermediate

Search Engine Marketing (SEM)

Intermediate

Digital Advertising

Intermediate

Display Advertising

Intermediate

Social Media Marketing

Intermediate

WORK SAMPLES

Blog link

<https://akhilnagrajdigitalmarketing.blogspot.com/2023/06/save-soil-global-movement-journey-of.html>

ADDITIONAL DETAILS

- I have achieved certifications in Blogging & Google Analytics, Inbound Marketing, Content & Email marketing, SEO, Canva
- I have attended a performance marketing workshop
- I have a strong interest in planting trees, music, and practicing yoga.