

Avinash Kumar

avikirar@gmail.com | +91 9971932510 | Delhi

CAREER OBJECTIVE

Enthusiastic digital marketing fresher with a solid foundation in digital strategies, eager to contribute skills within a dynamic organization. Equipped with fresh ideas and a strategic mindset for boosting brand visibility and engaging audiences effectively.

WORK EXPERIENCE

Digital Marketing Associate • Internship Apr 2023 - Apr 2024
Iskcon Ghaziabad, Ghaziabad

- Played a key role in raising ISKCON Ghaziabad's digital presence from ground zero to a stable position, achieving over 20K monthly visitors and securing fixed monthly donations exceeding 2 lakh.
- Built ad campaign strategies by understanding the organization's nature and audience.
- Orchestrated a balance among various channels, setting the tone for areas like website SEO, email marketing, ads, graphics, and social media.

Graphics Designer Executive Mar 2020 - Jan 2022
ISKCON Youth Forum, Delhi, Delhi

- Created engaging visuals for seminars and events, including banners, booklets, and social media posts, boosting IYF Delhi's audience engagement by 30%.
- Drafted emails, government-related proposals, and presentations for outreach and communication.
- Led design and branding for the Viplava & Udgaar Mega Youth Festivals, managing visual concepts and execution for the Indira Gandhi Indoor Stadium, Delhi (15K attendees).

Software Tester Jul 2015 - Jun 2016
Hughes Systique, Gurugram Sub-District

- Developed and executed test cases for the RTDM satellite monitoring software, ensuring thorough testing and optimal system functionality.
- Streamlined the testing process by automating key test scripts, reducing testing time by 20%.
- Collaborated with the development team to identify and resolve software bugs, improving system reliability.
- Documented and reported bugs and test results, providing clear and actionable insights that contributed to smoother software deployment.

EDUCATION

Bachelor of Technology (B.Tech), Information Technology 2012 - 2015
Amity School of Engineering & Technology, Bijwasan
Percentage: 67.00%

Information Technology 2009 - 2012
Vaish Technical Institute
Percentage: 74.00%

Secondary (X), CBSE 2009
Jain Public School, Rewari
Percentage: 74.00%

TRAININGS / CERTIFICATIONS

Marketing Strategy For Optimised Brand Growth & ROI Prediction
Nov 2024
Internshala Trainings, Virtual

Google Analytics
Oct 2024
Internshala Trainings, Virtual

E-Mail Marketing
Oct 2024
Internshala Trainings, Virtual

Paid Social Media Marketing- Reach Beyond Organic
Sep 2024 - Oct 2024
Internshala Trainings, Virtual

Impacting Audiences With Social Media Organic
Sep 2024
Internshala Trainings, Virtual

Search Engine Marketing
Aug 2024
Internshala Trainings, Virtual

Build And Rank Your Website

Jul 2024

Internshala Trainings, Virtual

Digital Marketing Placement Guarantee Course

Jun 2024 - May 2025

Internshala Trainings, Virtual

PORTFOLIO

[Portfolio link ↗](#)

PROJECTS

[Develop a 360° Marketing strategy for optimised Brand Growth \(Lenskart\) ↗](#)

Oct 2024 - Nov 2024

- Conducted a Brand Audit evaluating brand history, values, brand truth, USP, etc.
- Reviewed Current Marketing Strategies and proposed a New Campaign Idea.
- Performed a detailed Competitor Analysis and Target Audience Definition.
- Launched Google and Meta Ad Campaigns to drive more Conversions.
- Did SEO Audit of brand's website, made a WordPress site addressing identified issues and Ranking for new Keywords.

[Google Analytics \(Google Merchandise Store\) ↗](#)

Oct 2024

- Analyzed Google Merchandise Store data (Jan 1–Mar 31, 2024) to identify top-performing pages, frequent events, and least frequent events.
- Created a Funnel Chart to assess Audience Dropout Rates.
- Formulated strategies to reduce Dropouts at various funnel stages.
- Conducted Sales Analysis based on sales volume, average order value, and revenue.

[Social Media Marketing Paid \(Nasher Miles\) ↗](#)

Sep 2024

- Crafted 3 Campaign Ideas for the brand to boost UGC Content & Engagement.
- Developed Influencer Marketing plan, identifying ideal Collaborators & Sales Pitch.
- Created 2 Meta Ad Campaigns for the brand (Sales and Retargeting).
- Designed Ad Creatives, Social Media Posts & engaging reel for the brand.

[Search Engine Optimization \(Urban Ladder\) ↗](#)

Jul 2024

- Did a detailed SEO audit of brand's website identifying improvement areas.
- Performed Keyword Research for high-traffic terms in the furniture industry.
- Designed WordPress Website, implemented On-Page, Off-Page & Technical SEO.
- Developed a Content Calendar for blog topics aligned with Keyword strategy.
- Made a plan for acquiring fresh Backlinks over three months to improve Domain Authority.

[Brand Audit and Growth Strategy \(Namhya Foods\) ↗](#)

Jun 2024

- Conducted comprehensive brand audit, analysing history, truth, current market position, and recent campaigns.
- Did a Competitive Research with SWOT Analysis and Target Audience definition.
- Proposed a New Product Idea and Positioning Strategy, identifying a fresh target group.
- Analysed brand's STP usage for Market Segmentation and Targeting.
- Proposed actionable solutions to Overcome Marketing Challenges and ensure successful implementation.

Marketing Fundamentals: A Beginner's Journey

Jun 2024

Internshala Trainings, Virtual

[E-Mail Marketing \(The Finishing School\) ↗](#)

Oct 2024

- Created a Strategic Marketing Plan with an in depth analysis of Target Audience.
- Designed a high-converting Squeeze Landing Page for the brand.
- Set up an Automated E-Mail Funnel for Remarketing.
- Developed a Sales Webpage incorporating Cross-Selling techniques.

[Meta Ad Campaign \(Dominos\) & Ad Analysis ↗](#)

Aug 2024 - Sep 2024

- Analysed Ad performance for fashion brands Levi's and The Souled Store, identifying strengths and weaknesses.
- Proposed actionable improvements to address weaknesses.
- Executed an Awareness Ad Campaign for Domino's Pizza on Meta.

[Social Media Marketing Organic \(MyGlamm\) ↗](#)

Jul 2024 - Aug 2024

- Did Audit of all Social Media Platforms listing Strengths and Weakness.
- Created strategic plan to enhance organic reach and engagement.
- Developed a content calendar and crafted customer reply templates.
- Created appealing posts, reel and drafted Ad copy to drive audience interaction and engagement.

[Search Engine Marketing \(Mahindra XUV800\) ↗](#)

Jul 2024

- Developed a multi-stage Google Ads Campaign Strategy using the AIDA model to promote lead generation.
- Devised 2 Google Ad Campaigns allocating a total budget of 10 Lakhs.
- Ran a Google Display Ad with 2 Ad Groups, 1 targeting Demographics & Placement and the other targeting 'Keywords'.
- Ran a Youtube Skippable Ads Campaign with targeting of Custom Audience, Demographics and Interests.

[Wordpress Website - Sundar Gopal Das \(Spiritual Personality\) ↗](#)

Feb 2024 - Mar 2024

- Created and managed the WordPress website, ensuring an engaging and informative online presence for Sundar Gopal Das.
- Successfully grew the associated Instagram handle's follower count from 200 to over 1,500 in just 40 days.
- Developed and executed a strategic content plan, focusing consistent engagement & community building.

Website Creation - ISKCON Srinagar ↗

Jan 2024

- Developed a WordPress website for the institution, ensuring an intuitive and user-friendly experience.
- Led the implementation of a secure payment gateway, handling all communications with payment gateway providers.
- Oversaw the integration of e-Nach facility, collaborating with the bank to ensure smooth transaction processing for the community members.

Metromonks - Practical Wisdom for Life ↗

Jan 2020 - Dec 2020

- Led the launch and growth of Metro Monks' Instagram during the COVID-19 pandemic.
- Conducted in-depth research and ideation to create visually appealing content tailored to spiritual enthusiasts.
- Designed and developed consistent graphics and videos, building an engaged online community from the ground up.
- Managed overall channel operations, scheduling posts, monitoring performance, addressing user queries to enhance community engagement.

SKILLS

- | | | |
|------------------------------------|---------------------------------|---------------------------|
| • Search Engine Optimization (SEO) | • Search Engine Marketing (SEM) | • Social Media Marketing |
| • Email Marketing | • Google Analytics | • WordPress |
| • Digital Marketing | • Adobe Photoshop | • Time Management |
| • Problem Solving | • Interpersonal Skills | • Effective Communication |

ADDITIONAL DETAILS

- Completed Rajeev Mehta Graphics Design Courses.
- Completed Rajeev Mehta Typography Course.