



ANKIT KUMAR

D I G I T A L M A R K E T I N G

PROFILE

A passionate digital marketer specializing in Social Media Marketing (SMM) strategies, ready to excel in creating engaging campaigns, fostering engagement, and driving brand growth within the vibrant realm of digital marketing.

CONTACT

☎ +918287816141

✉ Ft1Ankit@gmail.com

EDUCATION

10 from C.B.S.E Board 2013.

12 from C.B.S.E Board 2015.

Graduate from Delhi University (B.com)
2018.

Digital Marketing Certification (DSIM)

Powerd by Digital Vidya) 2023.

MARKETING TOOL

KineMaster/ Canva Pro/ Hootsuite/
RiteTag/ Tagify/ Konnect Insights/
MailChimp/ SendinBlue/ SenderScore/
Google Keyword Planner/ AHREF/
SEMRush/ Google Search Console/
Rankwatch/ HubSpot/ GetResponse/
Sunny Landing Pages/ Google Optimize/
Google Lens/ Keyword Tool/ Copy AI/
Wordpress Etc.

DIGITAL MARKETING SKILLS

- A clear understanding of digital marketing concepts and practices.
- Social Media Marketing (SMM): Competent in managing and optimizing social media platforms including Facebook, Instagram, Twitter, LinkedIn, and Quora.
- Digital Advertising: Competent in running digital advertising campaigns on platforms like Google Ads, Facebook, Instagram, Twitter and LinkedIn.
- Search Engine Optimization (SEO): Experienced in optimizing websites to increase organic traffic.
- Search Engine Marketing (SEM): Skilled in planning and executing Google AdWords campaigns.
- Email Marketing: Proficient in email marketing platforms such as Getresponse and MailChimp.
- Content Marketing: Experienced in creating SEO-optimized content to drive engagement and conversions.
- Google Analytics (GA4): Knowledgeable in using Google Analytics to track and report website traffic.
- Keyword Research: Skilled in conducting keyword research to improve online visibility.
- A/B Testing: Proficient in A/B testing methodologies for optimizing digital campaigns.
- Marketing Automation: Familiar with marketing automation tools and strategies.



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ADDITIONAL INFORMATION

Personal Website (www.onehulk.com)
Networking and Hardware Installation
CCTV Installation and Operating
Computer and Laptops Diagnosing
Marketing Representative.

HOBBIES

Gym
Net Surfing
Playing Cricket & Volleyball
Use of computer & find new things and new invention.
Listening music
Reading Books

PERSONAL VITAE

Date of Birth : 23 Dec 1997
Father's Name : Naresh Kumar
Nationality : Indian
Sex : Male
Marital Status : Un-Married
Languages Known : Hindi English

CERTIFICATION

- Social Media Marketing: CSMMM (HubSpot Social Media Marketing), Certified Facebook Marketing Master Course
- Analytics: CWAM (Google Analytics)
- Email Marketing: CEMM (HubSpot Email Marketing)
- SEO: CSEOM (HubSpot SEO)
- SEM: CSEMM (Google Ads Search)
- Inbound Marketing: CIMM (HubSpot Inbound Marketing)

WORKING EXPERIENCE

- DTDC Franchise working as Data entry operator since Sep 2015 to Dec 2015.
- Victory Electric International working as computer operator since Jan 2016 to Feb 2017
- Active power electric co. Pvt. Ltd. Working as Data entry operator since Mar 2017 to May 2018.
- FIS Working as Data entry operator since July 2018 to Oct 2018.
- ZBS Pvt Ltd. working as Senior Associate since Oct 2018 to Dec 2018.
- IT Assistant (under IT Manager, Sandeep Kumar (JSDE), Jan 2019 - Sep 2019.
- HDFC Ergo General Insurance formerly known as (Apollo Munich Health Insurance CO. Ltd) Nov 2019 to still.