

AMAN KUMAR

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EXPERIENCE

JAN 2023 – APR 2023

THE MARKETING LAUNCHPAD, KRAFTSHALA, ONLINE

Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad and completed ~600 hours of training across 12 weeks (10 hours/day)

Modules completed:

- Marketing fundamentals – Learned the basics of marketing
- Facebook Ads – Introduction to Facebook ads, Campaign Structures, Targeting, Optimizing campaigns and planning media
- Google Ads – Learned to structure campaigns, strategize biddings, set up ad campaigns
- Search Engine Optimization (SEO) – Learned on-page SEO, off-page SEO, plan content growth strategies and start using SEO tools

EDUCATION

AUG 2016 – JUN 2021

BACHELORS OF TECHNOLOGY, GLA UNIVERSITY, MATHURA

Electrical Engineering

CGPA – 6.76

MAR 2014 – FEB 2015

INTERMEDIATE, DAV PUBLIC SCHOOL, ANPARA

Percentage – 79.4

MAR 2012 – FEB 2013

HIGH SCHOOL, DAV PUBLIC SCHOOL, ANPARA

CGPA – 9.6

POSITION OF RESPONSIBILITY

- Team Captain, Badminton Team
Lead the Badminton team for National Level Badminton tournament held at GLA University
- Project Leader, GLA University
Lead the team of 4 students for the major project in my final year

EXTRACURRICULARS/ PROJECTS/ CERTIFICATIONS

- Online Certification from Great Learning in:
 1. Digital Marketing Framework and Strategies where I learned types of digital marketing, 5D's of digital marketing, basic principles, and 4 step frameworks for effective strategy building.
 2. Internet Marketing where I learned components of Internet Marketing and their basics
 3. Search Engine Optimization where I learned keyword research, On and off page SEO, SEO tech audits.
 4. Social Media Marketing where I learned basics of marketing strategies on different social media handles like Facebook, Twitter, Instagram and LinkedIn
- Projects:
 1. Industry level project on Facebook ad campaigns and Search Engine Optimization for 5+ companies.
 2. Google capstone project on SEO from Coursera

ADDITIONAL EXPERIENCE

APR 2022 – OCT 2022

PROGRAMMER ANALYST TRAINEE, **COGNIZANT TECHNOLOGY SOLUTIONS**

Trained and Worked in Mainframe Domain

Languages Learned:

- COBOL
- JCL
- VSAM
- DB2

OTHER INTERESTS

- Reading Novels
Loves reading novels during free times in night
Favorite authors are Rick Riordan (Percy Jackson, Magnus Chase, Daughter of the deep), Amish Tripathi (Shiva Trilogy, Ram: Scion of Ikshvaku, Sita: The warrior of Mithila)
- Playing Badminton
Likes to play badminton during free times

SKILLS

- Good team management skills
- Good team player
- Good time managing skills