
DILIP KUMAR | INFLUENCER MARKETER

Airforce Station Gwalior | 9113256393 | Dilip07032004@gmail.com

PROFESSIONAL SUMMARY

Young and enthusiastic professional who loves to explore and learn new things. I'm on a mission to excel in the dynamic world. I'm driven by my dedication to continuous improvement and my eagerness to make a positive impact.

CORE COMPETENCIES

- | | |
|---------------------------|-----------------------|
| ✓ Influencer outreach | ✓ Campaign Management |
| ✓ Social media management | ✓ Creative thinking |
| ✓ Marketing strategy | ✓ Communication |
| ✓ Brand management | ✓ Leadership |

PROFESSIONAL EXPERIENCE

Pantech Digital - Influencer Marketing Agency

Influencer Marketing Intern

APR 2024 - June 2024

- Worked with brands to manage their influencer marketing campaigns.
- Identified and onboarded content creators across all tiers for campaigns.
- Engaged in negotiations with creators to secure their participation in campaigns.
- Generated contracts and invoices, negotiated terms, and managed influencer partnerships.
- Analyzed campaign reports, monitored progress, and ROI generation.
- Collaborated with brands such as ULIKE, ANKER, TEMU, BLEX, POIZON, and many more.

CoFluent - Influencer Marketing Agency

Influencer Marketing Intern

Oct 2023 - Present

- Identifying and onboarding content creators across all tiers for campaigns and helping in scaling the brand's social media presence and driving sales.
- Engaged in negotiations with brands to secure collaborations on behalf of our influencers.
- Worked closely with the marketing team to create engaging and effective influencer campaigns.
- Analyzed campaign reports, monitored progress, and ROI generation.
- Generating invoices, negotiating, and managing influencer partnerships, contracts, and compensation.

THE URBAN CHIEF - DIGITAL MARKETING AGENCY IN MUMBAI

Marketing Executive Intern

July 2023- Oct 2023

- Managed and optimized content for social media channels, resulting in a increase in engagement and followers.
- Produced top-notch articles and blogs, implementing SEO strategies to improve search engine rankings.

CLIKIN TECH

Digital Marketing Intern

July 2023- Oct 2023

- Managed and optimized content for social media channels, resulting in a increase in engagement and followers.
- Generated high-quality leads through social media campaigns, and further nurtured client relationships by conducting productive meetings with potential leads.
- Collaborated with the marketing team and developers to execute strategies aimed at improving search engine rankings, resulting in enhanced online visibility and organic traffic growth.

SUVIDHA FOUNDATION

Social Media Marketing Intern

June 2023- July 2023

- Executed the **CodeKaroYaaro** promotion campaign, effectively increasing brand awareness and engagement.
- Collaborated with the team on the development and implementation of new social media strategies to attract new customers and boost brand awareness.

EDUCATION

Amity University Gwalior 2021 - 2024
Bachelor of Computer Applications - BCA

COURSES/CERTIFICATES

The Fundamentals of Digital Marketing	GOOGLE
Social Media Marketing	EMARKETING INSTITUTE
Advance Search Engine Optimization (SEO) Program	SIMPLILEARN

SELF DECLARATION

I hereby declare that all the information is true to the best of my knowledge and belief.