Suraj Kumar

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PROFESSIONAL SUMMARY

Creative designer and digital marketer with 2+ years of experience driving 25% engagement growth through data-driven visual storytelling. Expertise in brand identity design, video production, and social media strategy using Adobe Creative Suite, Figma, and SEO tools. Proven track record of executing cross-functional campaigns that enhance brand presence and optimize digital performance.

EXPERIENCE

Junior Graphic Designer & Social Media Coordinator — Oct 2023 – Present
Golden Age Media — *Okhla, Delhi, India*

· Designed 200+ marketing assets including social media graphics, brand collaterals, and motion videos resulting in 25% increase in audience engagement across platforms
· Managed end-to-end social media operations for 5+ client brands including content scheduling, community management, and performance tracking using analytics tools
· Collaborated with cross-functional teams (marketing, product, development) to maintain brand consistency across 10+ digital channels and campaigns
· Analyzed performance metrics (reach, CTR, engagement rate) and optimized content strategy, improving follower growth by 30% quarter-over-quarter
· Created trend-based content and motion graphics using Adobe Premiere Pro and After Effects, increasing video content reach by 40%

SEO Coordinator — Mar 2023 – Present
GrowBySearch — *Faridabad, Haryana, India*

· Conducted comprehensive keyword research and competitive analysis using SEMrush and Ahrefs, identifying 100+ high-value keyword opportunities
· Produced 50+ SEO-optimized blog posts and landing pages, increasing organic traffic by 45% and improving domain authority
· Built strategic backlink partnerships with 20+ high-authority domains through outreach campaigns and guest posting initiatives
· Monitored website analytics using Google Analytics and generated monthly reports tracking KPIs including impressions, clicks, and SERP rankings
· Coordinated with content and marketing teams to align SEO strategy with brand messaging, ensuring consistent optimization across all digital assets

EDUCATION

Maharaja Agrasen Himalayan Garhwal University — Jul 2024 – Jul 2026
Bachelor of Computer Applications (BCA) – Computer Graphics — *Haryana, India*

Global Institute of IT and Management — 2021 – 2023
Master Diploma in Computer Applications (MDCA) — *Faridabad, India*

TECHNICAL SKILLS

Design Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, Canva **Marketing & Analytics**: Google Analytics, SEMrush, Ahrefs, Meta Business Suite, Hootsuite, Buffer **Content Management**: WordPress, Social Media Platforms (Instagram, Facebook, LinkedIn, Twitter)

Core Competencies: Brand Identity Design, Video Editing, Motion Graphics, SEO Strategy, Content Marketing, Social Media Management, Data Analytics, A/B Testing, Cross-functional Collaboration

KEY ACHIEVEMENTS

Increased social media engagement by 25% through strategic content design and data-driven optimization Boosted organic website traffic by 45% through comprehensive SEO strategy and content optimization Managed visual branding for 5+ concurrent clients while maintaining 100% on-time project delivery Improved video content reach by 40% through trend analysis and strategic motion graphics implementation