

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 <i>Golden Age Media</i>	Oct 2023 – Present <i>Okhla, Delhi, India</i>
<ul style="list-style-type: none">Designed 200+ marketing assets including social media graphics, brand collaterals, and motion videos resulting in 25% increase in audience engagement across platformsManaged end-to-end social media operations for 5+ client brands including content scheduling, community management, and performance tracking using analytics toolsCollaborated with cross-functional teams (marketing, product, development) to maintain brand consistency across 10+ digital channels and campaignsAnalyzed performance metrics (reach, CTR, engagement rate) and optimized content strategy, improving follower growth by 30% quarter-over-quarterCreated trend-based content and motion graphics using Adobe Premiere Pro and After Effects, increasing video content reach by 40%	
SEO Coordinator <i>GrowBySearch</i>	Mar 2023 – Present <i>Faridabad, Haryana, India</i>
<ul style="list-style-type: none">Conducted comprehensive keyword research and competitive analysis using SEMrush and Ahrefs, identifying 100+ high-value keyword opportunitiesProduced 50+ SEO-optimized blog posts and landing pages, increasing organic traffic by 45% and improving domain authorityBuilt strategic backlink partnerships with 20+ high-authority domains through outreach campaigns and guest posting initiativesMonitored website analytics using Google Analytics and generated monthly reports tracking KPIs including impressions, clicks, and SERP rankingsCoordinated 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 <i>Bachelor of Computer Applications (BCA) – Computer Graphics</i>	Jul 2024 – Jul 2026 <i>Haryana, India</i>
Global Institute of IT and Management <i>Master Diploma in Computer Applications (MDCA)</i>	2021 – 2023 <i>Faridabad, India</i>

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