

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

Golden Age Media

Oct 2023 – Present

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

GrowBySearch

Mar 2023 – Present

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

Bachelor of Computer Applications (BCA) – Computer Graphics

Jul 2024 – Jul 2026

Haryana, India

Global Institute of IT and Management

Master Diploma in Computer Applications (MDCA)

2021 – 2023

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