

## SUMMARY

Pursuing Post Graduate Certificate Programme in Digital Marketing and Communication from MICA. Skilled at various digital marketing tools and techniques that can help boost marketing efforts.

## KEY SKILLS

**Social Media Strategy • Social Media Content Creation & Curation • Search Engine Optimization • Blog Writing • Digital Marketing • Website Content • Content Management & Editing**

**Tools: Google Analytics, DupliChecker, Snov.io, Zapier, Google Ads, Yoast**

## PROJECTS

**Project 1: Did SEO using Yoast and Rank Math**  
**Project 2: Made my own blog called prismaticguy.com**  
**Project 3: Case Studies on McGraw Hill Education and The Quint (for social media and content marketing)**

## PROFESSIONAL EXPERIENCE

**Digital Marketing Internship Training Program** Oct '20 - Present  
**PixelTrack** Nahan, IN (Remote)

- Designed **content calendar** for my blog for 30 days for blog posts
- Generated 10 leads and did email marketing using **Snov.io and Converkit tools**
- Executed and ran **Facebook Ads** and **Google Ads** for display and for conversions for 2 days, converted 4 in all

**Social Media Marketing Intern** Mar '21 - May '21  
**The Social Comment** Nahan, IN (Remote)

- Monitored and compared the **posts of the 15+ competitors** provided for post ideas for social media
- Created **Instagram and LinkedIn creatives** for 4 weeks, 16 in total using Canva
- Volunteered for designing **9 Instagram creatives** by using Canva
- Helped in increasing **engagement of the posts**
- Reported and communicated the **progress daily to the team lead**
- Maintained and designed an **online portfolio** and wrote 15 articles for the same

**Internshala Student Partner** Nov '20 - Jan '21  
**Internshala** Nahan, IN (Remote)

- Advertised '1-day Dream Internship' **campaign on Instagram**, and achieved **90+ likes** within one day
- Referred 25 people to **sign up on the Internshala** platform
- Converted **5 persons** for Internshala Trainings, worth Rs. 1400

## EDUCATION

**Post Graduate Certificate Programme in Digital Marketing and Communication** Jun '20 - Present

**MICA & upGrad** Mumbai, IN

- *Percentage: 95.11%*
- **Course Modules:**
  - Fundamentals of Marketing | Digital Marketing Metrics and Channels | Designing and Building Web Presence
  - Social Media Marketing | Search Engine Optimisation (SEO) | Web Analytics | Defining a Robust Digital Marketing Strategy
  - Content Marketing Specialisation | Marketing Data Identification and Collection | Marketing Communications

**Bachelor of Science** Jun '15 - Sep '19  
**Doctor Yashwant Singh Parmar Government** Nahan, IN

**Post Graduate College**  
**Higher Secondary School Certificate** Apr '13 - Apr '15  
**Holy Heart Public School** Jarja, IN

## CERTIFICATIONS/TRAINING

- **Content Marketing** | Hubspot | Online | Jun'21
- **Digital Skills: Social Media** | Accenture & FutureLearn | Online | Jun'20
- **Content Writing Skills** | Education and Career Times & Cursa | Online | Jun'21

## ADDITIONAL INFORMATION / VOLUNTEERING EXPERIENCE

- **Awards: Social Media Influencer Award** by Internshala for being one of the top 100 students out of 1 lakh across the country for promoting Internshala campaign on Instagram.