Ankit Kumar

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OBJECTIVE

Highly motivated and results-oriented recent MBA graduate seeking a challenging Digital Marketing position to leverage a strong foundation in various digital marketing disciplines. Eager to contribute to a dynamic team and utilize skills in content creation, social media marketing, SEO, and data analysis to achieve measurable online marketing goals.

EDUCATION

Sant Nirankari Public School, *Class 12th (Commerce)*
2016 – 2017
Delhi, India

Dr. Bhim Rao Ambedkar College, University of Delhi, *B.A. (Hons.) Business Economics*
2017 – 2020
Delhi, India

Department of Distance and Continuing Education, School of Open Learning, University of Delhi, *Master of Business Administration (MBA)*
Oct 2022 – Jan 2025
Delhi, India

PROFESSIONAL EXPERIENCE

Drspectra Wellness Pvt. Ltd., *Digital Marketing Specialist*
Aug 2024 – present
Preet Vihar, Delhi

- Developed, implemented, and managed Google Ads campaigns (Search, Demand Gen, and Smart) with a focus on driving lead generation for tinnitus treatment.
- Implemented Google Tags and UTM tracking to accurately measure campaign performance and attribute conversions.
- Conducted in-depth keyword research and implemented negative keyword strategies, resulting in a 30-35% budget saving by redirecting spend from irrelevant and underperforming keywords. This optimization directly contributed to generating new leads
- Continuously monitored and analyzed keyword performance, adding new keywords and refining match types to maximize ROI.
- Collaborated with developers to redesign Drspectra's website, focusing content on tinnitus and its treatment to improve SEO and user experience, indirectly improving ad campaign conversion rates.
- Developed and executed WhatsApp marketing campaigns that drive traffic to YouTube videos and generate leads for tinnitus treatment.
- Created automated WhatsApp flows that helped streamline communication and enhance customer service.
- Conducted keyword research for blogs, videos, and social media posts.
- Managed and optimized social media channels (Instagram, YouTube, LinkedIn, etc.), creating engaging content and designing visuals.
- Increased significant growth on Drspectra's YouTube channel, achieving a 40% month-over-month increase in views and increase in subscribers.

Geeks For Geeks, *Content Analyst Intern* ⬈
Dec 2023 – Jun 2024
Noida, India

- Written high quality articles, blogs, and listicles. ⬈
- Conducted in-depth reviews of articles, blogs, and listicles to ensure alignment with editorial guidelines and quality standards.
- Improved existing content through optimization of structure, headlines, clarity, and implemented SEO best practices, resulting in improved search engine ranking and traffic.
- Leveraged SEO tools to conduct comprehensive competitor analysis, identifying high-potential keywords and content gaps.
- Aligned keyword strategy with organizational objectives to drive organic traffic and increase visibility.

Mindgroom Services Pvt. Ltd. ⧉

Digital Marketer Mar 2023 – Dec 2023
- Created and Managed multiple Google search ads campaigns for career counseling, DMIT software, DMIT franchise, and Midbrain Activation programs, driving conversions and increasing web traffic. Chhatarpur, New Delhi
- Created and Managed multiple Facebook and Instagram ad campaigns, increased brand visibility and generated leads, and used Meta Ad Library.
- Researched and targeted high-performing keywords for ad campaigns using Google Keyword Planner.
- Created and managed multiple Facebook and Instagram ad campaigns, increased brand visibility, and generated leads by using Meta Ad Library.
- Designed engaging social media creative.
- Edited long-form and short-form video content for social media using Adobe Premier Pro, Photoshop, and Canva.

Digital Marketing Intern Aug 2022 – Feb 2023
- Managed over 90 Mindgroom Google My Business listings, claimed new listings, and resulted in increased lead generation. Chhatarpur, New Delhi, india
- Researched targeted keywords for Google ad campaigns.
- Monitor and analyze our company's social media presence and also keep a close eye on our competitors' activities for informed strategic decisions.
- Created over 100+ social media creatives and edited over 50 videos for social media and YouTube.
- Designed logos for Mindgroom franchises and created and edited design creative for their social media accounts.
- Utilized Excel and Google Sheets to maintain data of company listings and scheduled tasks.

CERTIFICATES

Google Ads
Google

Email Marketing
Hubspot Academy

Search Engine Optimization (SEO) Course
Udemy

Google Analytics
Google

Facebook and Instagram Ads Marketing Course
Udemy

Full Stack Web Development Course ⧉
Udemy

Excel Begnner to Advance Course ⧉
Udemy

INTERESTS

Marketing | Web Development | Cricket

SKILLS

Digital Marketing
- Content Creation
- Content Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Meta Ads
- Google Ads
- Google Analytics
- Google Tag Manager

Data Analysis

Design and Video Editing
Adobe Photoshop
Adobe Premier Pro
Canva

Adaptable and Flexible
- Communication
- Problem-solving
- Multitasking

Website Development
- Website development and Design
- Content Creation Management.

Computer Language
- HTML
- CSS
- SQL

Google Workspace
- Sheets
- Docs
- Sites

Microsoft office 365
- Word
- Excel

PROJECTS

Nitro Piston Mech – College Group Project   2019
  We created "Nitro Piston Mech Website" to provide car and bike in-depth knowledge through
  articles and magazines to users.

Pamphlet for Prince Class   Oct 2022
  Collaborated with the prince class team and designed a visually appealing pamphlet to
  promote its courses.

Food Menu for DOSE-15   Sep 2022
  Collaborated with DOSE-15 team members to ensure it reflects the restaurant's brand
  identity, including logo, color scheme, and overall aesthetic.

LANGUAGES

Hindi | English

DECLARATION

I do hereby state that all the details mentioned above are accurate to the best of my familiarity and confidence. I bear the
accountability for any blunder or mistake in the future.