

## CURRICULUM VITAE

### Contact Information:

#### Address:-

E-7/441,SangamVihar, New Delhi,  
110080

**Mob:-**9911992025& 7011630313

**E-Mail:-** ajitkumar37158@gmail.com

#### Personal Data:-

**Date of Birth: 12:02:1987**

**Sex:** Male

**Nationality:** Indian

**Marital Status:** Married

#### **Languages Known:**

English, Hindi

#### My Blog:-

[Read and Share](#)

#### Interests :-

Love to play cricket and reading non-fiction and marketing research.

#### Functional Computer Skills

- ✓ G Suit:- Gmail Calendar, Docs, Drive, Forms, Gmail, and sheets
- ✓ Microsoft office 365:- Excel, One Drive, OneNote, PowerPoint, SharePoint, Word
- ✓ Operating Systems:- Microsoft windows &MacOS
- ✓ Web Browsers:- Chrome, and Firefox

#### Software Skills :-

- ✓ Design and Creative:- Adobe Photoshop, Coral Draw, Canva and PixelLab
- ✓ Web Development & Programming:- Python, PHP and JavaScript.

### Ajit Kumar

#### JOB OBJECTIVES

Seeking a Digital Marketing Specialist/Lead Generation Specialist position in your company to leverage over 6 years of expertise in managing Multiple Content Delivery Networks. Dedicated and experienced in utilizing marketing strategies and digital technologies for driving business growth.

#### Professional Skills

- Ability to do market research and analysis as well as initiate innovative social media campaigns for client products
- Excellent knowledge of SEO/SEM techniques, brand promotion strategies, and creating display ads
- In-depth information about Google Analytics, Word Press site development and website analysis
- Expert at social media management and digital communications
- Proficient with Google Web-master tools and video editing
- Strong creative thinking and marketing skills
- E-Commerce Expert Specializes with Amazon & FlipKart.

#### CAREER SUMMAR

**Working as Sr. Digital Marketer & Ecommerce Expert at Berkowits Hair & Skin Clinic New Delhi India since Aug 2021.**

#### Roles and Responsibilities:

- Managing e-commerce, PPC, SEO & SEM and Manage day-to-day messaging/posts
- Manage & build website (including all images, tools, and content)
- Oversee management of all digital channels (including updates, design, and user experience)
- Conduct and report analysis of site and social traffic
- Establish and monitor ROI and KPIs

**Worked as Sr. Digital Marketer at Shriji Entertainment New Delhi India From Jun 2021 to Aug 2021.**

#### Roles and Responsibilities:

- Provide customer service by answering questions and concerns when necessary
- Create, maintain, and implement digital marketing and editorial calendars
- Maintain effective, cohesive, and engaging brand messaging
- Handling of Social Media handles of clients
- Coordination with other departments such as Content, Design, etc.
- Update and manage company blog, e-newsletter, and social media (including regular posts, news, job listings, etc.)

### Web Tools:-

- ✓ Blogging: - CSS, HTML, CMS like WordPress, Wix, and Joomla.
- ✓ Webmaster tools for SEO:- Search Engine Console, Google Analytics, Ahrefs, SEMrush, Screaming Frog, and Hubspot
- ✓ Social Media:- Facebook, Instagram, Pinterest, Twitter, LinkedIn, and YouTube

### Key Skills

- ✓ Content Strategy (Mutation of crispy words and design)
- ✓ Good presentation skills.
- ✓ Content Writing, Content Editing & Copy writing
- ✓ Work effectively with Diverse Group of People.
- ✓ Search Engine Optimization for Google/Bing/Yandex/YouTube etc.
- ✓ Email Marketing
- ✓ Persuasive Writing
- ✓ English and Hindi Literature
- ✓ Search Engine Optimization writing/Keyword Research/Content Optimization.

### Project Handling Till Now

- ✓ **Marketing Adviser at BlazeFlash (Handle a core marketing team)**
- ✓ **Academic Content Developer at AR Academy an online and offline educational community. (Develop Content strategy for Complete Academic Solutions.)**
- ✓ **Content Strategist at Ademporium**
- ✓ **Manage & Stream Lined all Ads Campaign for Social Media, Search Engine, GDN (Google Display Network) and eCommerce For Current Organization.**
- ✓ **Channelize all eCommerce platforms for company**

- Media editing whenever required (photo and video)
- Managing/handling of client queries whenever required

### **Worked as Lead Generation Specialist and Digital Marketer at Hind Adsoft Pvt. Ltd. Noida, (UP) India From Feb 2021 to May 2021.**

#### Roles and Responsibilities:

- Creating & Managing Campaigns based on a company's or client's business objective.
- Follow up on leads and conduct research to identify potential prospects
- Developing and executing the content strategy based on a company's or client's business objectives.
- Make strategy Advertising, Marketing and Sales writing.
- Developing user friendly dynamic Landing Page, Emails and communication briefs.
- Depth understanding of result oriented dynamics of SEO and Google analytics

### **Worked as Content Marketer Strategist and Digital Marketer at Ademporium, New Delhi, India From Jan 2019 to Jan 2021**

#### Roles and Responsibilities:

- Writing and Editing of Content based on multiple niches— Soft copy as well as Hard copy.
- Developing and executing the content strategy based on a company's or client's business objectives.
- Write targeted SEO content for Consumer Portion of Website.
- Make strategy Advertising, Marketing and Sales writing.
- Developed tutorial scripts, FAQ's, Emails and communication briefs.
- Wrote an array of web, mobile based and print articles and reviews for newsletters and blogs as freelancer.
- Depth understanding of result oriented dynamics of SEO and Google analytics.

### **Worked as Academic Content Developer at AR Academy Tugalkabad New Delhi.**

#### Roles and Responsibilities:

- Teaching and managing contents of study materials.
- Editing for attractive academic content style.
- Proofreading and grammar checking of study materials.
- Research & fact-checking by using wide knowledge of different subjects.
- Target readership analysis.
- Creating proper tonality according to level class.

### **Worked as Marketing Adviser in BlazeFlash New Delhi**

#### Roles and Responsibilities:

- Managing productive team of talented marketers.
- Analyzing market at ground level.
- In-charge of circulating various reports and minutes of meeting to members of the research team.
- Do other errands assigned by supervisor from time to time.

- product.  
✓ Exploring new strategy for current company to get more leads and sale for our company.

### Qualification

Examination	Year of passing	School/College	Board/University
M.A(ENG) & B.A(ENG)	2013  2011	IGNOU (Delhi) IGNOU (Delhi)	IGNOU  IGNOU
12 <sup>th</sup>	2005	RNAR College Samastipur (Bihar)	BIEC Patna
10 <sup>th</sup>	2002	High School (Jitwaria)	BSEB Patna

### Declaration

I confirm that the information provided by me is true to the best of my knowledge and belief.

Place :