



JOHN DOE

DIGITAL MAREKTING FRESHER/TRAINEE

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PROFESSIONAL SUMMARY

Motivated and dynamic Digital Marketing trainee with a strong foundation in SEO, Performance Marketing, Social Media Marketing, and Marketing Automation. Skilled in leveraging tools like Google Analytics (GA4), Google Ads, and Meta Ads to drive measurable results. Passionate about creating impactful campaigns, optimizing online presence, and contributing to the growth of a forward-thinking organization.

SKILLS

Marketing Skills: Content Marketing, Performance Marketing (Meta Ads, Google Ads), Search Engine Optimization (SEO), Keyword Research, Google Analytics, Budget Optimization, Domain Marketing, Web Analytics, Social Media Marketing, Influencer Marketing, Email Marketing & WhatsApp Marketing, Marketing Automation.

Tools: Keyword Planner, WordPress, Webflow, Google Analytics GA4, Google Tag Manager, Mailchimp, Notion, HubSpot, Canva, Jira.

Soft Skills: Problem Solving, Team Work, Leadership, Adaptability, Creativity, Communication.

PROJECTS

Comprehensive Digital Marketing Campaign

[Project Link](#)

Tools Used: Google Ads, Meta Ads, Google Analytics (GA4)

- Designed and executed a multi-platform marketing campaign targeting young professionals.
- Achieved a **40%** increase in engagement across social media channels.
- Boosted website traffic by **25%** using SEO and content marketing strategies.

Lead Generation Campaign for an Ed-Tech Startup

[Project Link](#)

Tools Used: Meta Ads, Google Ads

- Built and launched lead generation campaigns targeting niche audiences.
- Generated **10,000+** quality leads in under 6 months and reduced CPL by **20%**.

Influencer Marketing Strategy

[Project Link](#)

Tools Used: Instagram, YouTube Analytics

- Managed influencer outreach for a lifestyle brand, collaborating **with 10+ influencers**.
- Increased brand visibility by **35%** and boosted social media engagement by **50%**.

EDUCATION

Indian Institute of Technology, Delhi	Jun 2021- May 2024
BCA	74%

CERTIFICATIONS AND AWARDS

Digital Marketing Certification Program (WsCube Tech)	2024
Google Analytics for Beginners (GA4) – Google Skill shop	2024
Performance Marketing Mastery (ABC)	2023