

Shivam Kumar

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PROFESSIONAL EXPERIENCE

Digital Marketing Executive, VTS Infosoft Pvt. Ltd., Full-Time - (Jun 2024 - Present)

- Successfully ran digital marketing campaigns for brands like Wacom, and VTS with a budget of ₹7 Lakh/month, achieving high ROAS and conversions.
- Managed Campaign for India Webcomm Solutions with a total campaign budget of ₹5 Lakh/month and achieving ₹ 25 Lakh in sales per month.
- New Launched a Premium Display Tablet Movink13 brand online with a total campaign budget of ₹1 Lakh/month and achieving ₹ 7.5 Lakh in sales per month.
- Managed VTS Infosoft Pvt Ltd campaign for (MSDBC365) and own house product (VLM, VMS, and TMS) lead generation campaign with a ₹2 Lakh budget, reaching 15 Thousand Users and achieving 6-8 Warm Leads For Own House Product and 2-3 Warm Leads for (MSDBC365).

Jr. SEO Executive, Navratan Pvt. Ltd., Remot - (Mar 2022 - Jan 2023)

- Spearheaded the creation and publication of 600+ articles focused on high-value keywords, resulting in a noteworthy 14% surge in sales revenue and heightened customer engagement.
- Implemented a successful guest post strategy, securing over 1000+ backlinks and collaborating on 750+ guest posts with high-authority websites, significantly boosting domain authority by 50%.
- Boosted engagement from 10k to 15k per month, while dramatically increasing website traffic, domain rating, and backlinks

SEO Intern, Hindi Top, Remote - (Nov 2021 - Feb 2022)

- Mastered advanced SEO, optimizing impactful content, crafting compelling meta descriptions, structuring SEO-friendly URLs, overseeing client websites, and securing high-quality backlinks.
- Transformed the company website through strategic management, detailed analysis, over 100 guest posts, and refined content, leading to exponential growth and an impressive 18% increase in brand visibility.
- Established over 300 high-quality backlinks, contributing to a 30% increase in website engagement for websites

Hindi Content Writer, The Bawabilat, Remote - (Aug 2021 - Oct 2021)

- Excelled in producing compelling Hindi content for Bawabilat, showcasing expertise in storytelling within the Crime and Entertainment niches
- Strategically enhanced website engagement by 5x (20k to 1L) through targeted SEO optimization and backlink building
- Spearheaded content generation strategies to increase YouTube subscribers, resulting in 56% increase in subscribers in 3 months

EDUCATION

Year	Degree	Institute
2020 - 23	B.A (Journalism & Mass Comm)	M.A.I.M.S, Delhi
2018 - 20	12th Grade CBSE	RSBV Kalyanvas, Delhi
2013 - 18	10th Grade CBSE	RSBV Kalyanvas, Delhi

CURRENT EXPERIENCE

The Marketing Launchpad, Kraftshala, Online

Dec 2023 - Apr 2024

- Selected as a part of a batch of 45+ students from all over India for The Marketing Launchpad Program
- Completed ~600 hours of training across 14 weeks (10 hours/day)
- Modules completed: Marketing Basics, Meta Ads, Google Display, Search and Video Ads, Amazon Ads, Flipkart Ads, Programmatic Ads, Google Analytics (GA4), E-commerce & SEO
- Managed Facebook and Search ad campaigns for 'Unleavable,' getting 180 LPVs through FB ads and 210 LPVs through Google Search ads in 7 days and improving media planning and problem-solving skills
- Crafted a Media Strategy and Plan for Atomberg, aiming to sell 10,000 Energy Saving fans on Amazon within 3 months with a Rs 1 Crore budget, strategically leveraging all 3 Amazon PPC ad formats to drive awareness, consideration & sales

POSITIONS OF RESPONSIBILITY

School Senior- RSBV Kalyanvas, Delhi

Jun 2016 - Mar 2020

- Thrilled and honored to be chosen as the Head Boy out of 1300 students at the school
- Spearheaded the organization of NCC programs, ensuring their success and impact
- Championed the successful organization of team events and activities for the school
- Motivated the junior cadets to maintain NCC discipline, promoted the spirit of partnership and teamwork among the cadets

- Achieved SUO Rank of School level, 1st Prize in NCC Drill and NCC marching competition

OTHER INTERESTS

Creative Writing

- Excelled in creative writing genres such as Gazal, Shayari, and Poems, showcasing talent in the Kaun Banega Kavya King event hosted by Sancharika Club of Maharaja Agrasen Institute of Management Studies

Poetry

- Achieved third position in the 'Kaun Banega Kavya King' competition and actively participated in Unspoken Studio and Laffz Studio, honing my skills as a poet