

Ankit Kumar

Linkedin: ankit /linkedin.com

Email: ankitkumardhiman8894@gmail.com

Mobile: +91-8288045123

EDUCATION

- **Punjab Technical University.** Jalandhar, India
BTech, Electrical Engg. July 2016 - June 2020
- **Senior Secondary (XII)** Kangra, India
Percentage: 83% April 2015 - March 2016
- **Secondary (X)** Kangra, India
Percentage: 83% April 2013 - March 2014

EXPERIENCE

Vasal Education (May 2024 - Present):

- **Designation:** Social Media Manager
- **Work:** Managed social media accounts, executed paid marketing campaigns on Google and Facebook, and collaborated with the graphic design team to create engaging content for an educational institution.
- **Tools:** : Google Ads, Google Analytics, Facebook Business Manager, Facebook Business Suite, Photoshop, Canva, Filmora, Social Media Strategy, Paid Marketing Campaigns, Content Creation, Campaign Optimization, Performance Analysis, Digital Advertising, Brand Development, Graphic Design Coordination

Backup infotech (Nov 2023 - Apr 2024):

- **Designation:** SMO Expert
- **Work:** Handle social media account, Paid marketing on Google and Facebook, Coordinate with graphic team to create design.
- **Tools:** : Google Adwords, Google Analytics, Facebook Business Manager, Facebook Business suite, Photoshop, Canva and Filmora

Blue Mile Digital (Jul 2023 - Nov 2023):

- **Designation:** PPC Executive
- **Work:** Handle international social media account, Paid marketing campaigns on Google and Facebook for International clients, Coordinate with graphic team to create design. Coordinate with client and write Ad copies for the Facebook ads and Google ads
- **Tools:** Google Adwords, Google Analytics, Facebook Business Manager, Facebook Business suite.

CS Soft Solutions Pvt. Ltd (Nov 2021 - May 2023):

- **Designation:** OM Executive
- **Work:** Handle international Paid marketing campaigns on Google and Facebook Ads, Coordinate with graphic team to create design. Coordinate with client and write Ad copies for the Facebook ads and Google ads also work in the team and coordinate with Team leader and other Team members
- **Tools:** : Google Adwords, Google Analytics, Facebook Business Manager, Facebook Business suite.

Digiengland (June 2020 - Nov 2021):

- **Designation:** Digital Marketing Specialist
- **Work:** Handle Domestic Paid marketing campaigns on Google, youtube and Facebook Ads
- **Tools:** : Google Adwords, Google Analytics, Youtube, Facebook Business Manager, Facebook Business suite.

POSITION AND RESPONSIBILITY

- Captain of Departmental cricket team in college.
- Head Boy in school till 12th class
- Sports Captain till 10th class.

ACHIEVEMENTS

- Meritorious student Under 50 Rank in 12th class of HPBOSE.
- Meritorious student 99th Rank in 10th class of HPBOSE.
- 1st Position in 12th class in G.S.S.S Kotla Behr.

SKILLS

- Google Ad words
- Social media optimization.
- Social media marketing.
- Search engine optimization (On Page Optimization).
- YouTube Optimization
- Filmora (Video Editing)
- E-mail marketing

INTEREST

- **Hobbies:** Cricket, Badminton, TT, Sci-Fi movies
- **Languages Known:** English, Hindi, Punjabi