

Gayanand Kumar

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Education

Skill Academy By Testbook	Feb 2023
(Diploma) Digital Marketing Career Program	
Lalit Narayan Mithila University	2022
B.A Political science	
Rajiyakrit Sri Siyalakhan High School Begusarai,Bihar	2018
Class 12th, BSEB	
APS School, Nawkothi Bihar	2017
Class 10th, BSEB	

Technical Skills

Tools : Canva, Mailchimp, Google Analytics, Google Ads, Zoho Social, Google Search Console, Elementor, WordPress, Semrush, Hootsuite, SimilarWeb, Grammarly, Moz

Skills : Email Marketing, Google Analytics 4, Social Media Optimization, WordPress Web design, Search Engine Marketing, Search Engine Optimization,

Projects

Major Assignment - (EM),(GA4),(G Ads),(WP)

1. Email Marketing campaigns, achieving a boost in open rates and higher click-through rates.
2. Implemented comprehensive Google Analytics strategies, extracting actionable insights for data-driven decision-making.
3. Successful Social Media Marketing initiatives, elevating brand presence and engagement.
4. Proficiently utilized diverse tools, including Mailchimp, Google Analytics, and SEM platforms, showcasing a tech-savvy approach to campaign optimization and analytics.

5. Capstone Project.

6. **Technologies Used:** Mailchimp, Google Analytics, Google Ads, Canva, etc...

5.I have developed and maintain WordPress websites, Good user experiences, and responsive designs, Which is part of our assignment.

Implemented custom themes and plugins for enhanced functionality.

Conducted routine updates and audits, ensuring optimal website performance

Technologies used: Proficient in utilizing tools such as Yoast SEO, Elementor, and Google Analytics for comprehensive website management and optimization.

Additional/Extra Co-curricular Activities

1. In Addition to my Digital marketing, I have basic knowledge of these skills.

2. ChatGPT: Experience with ChatGPT, indicating familiarity with natural language processing and textbased interactions.

3. Excel: Basic knowledge of Excel.

4. MS PowerPoint, MS Word: Proficient in using Microsoft PowerPoint, Capable of creating presentations. and editing documents.