

# Krishna Kumar

Patna, Bihar, 800001 | <https://www.linkedin.com/in/krishna-kumar-96a024276> | [kriishnaa76@gmail.com](mailto:kriishnaa76@gmail.com) | +91 7763847650

## OBJECTIVE

Experienced digital marketing professional skilled in Google Ads, Meta Ads, SEO, email marketing, and performance marketing. Proficient in creating impactful social media strategies, executing automation campaigns, and enhancing brand visibility with advanced tools like SEMrush, Hubspot and Canva. Forward-thinking and results-driven, dedicated to leveraging emerging digital trends to deliver innovative marketing solutions that drive growth. Looking to leverage my expertise in digital marketing to drive brand growth and create impactful marketing solutions in a challenging and growth-oriented organization.

## WORK EXPERIENCE

**Destination Civil Services | Patna, Bihar | *Digital Marketing Executive*** **Jan 2023 – Present**

- Designed and managed Google Ads campaigns, achieving a 20% reduction in cost per lead and driving maximum conversions.
- Utilized Google Analytics and other tools to monitor campaign performance, conduct competitor analysis, and implement data-driven strategies, resulting in a 50% increase in enrollment inquiries.
- Spearheaded Meta Ads (Facebook & Instagram), leveraging advanced audience targeting to achieve a 50% boost in engagement and lead quality.
- Managed Email Marketing campaigns using Getresponse and Hubspot, enhancing open rates through segmentation, automation, and personalized content strategies.
- Developed and executed a comprehensive social media strategy, leading to a 120% increase in engagement and maintaining consistent branding across platforms, including local SEO and GMB optimization.
- Improved organic search visibility by 30% through strategic keyword research, technical SEO audits, and on-page optimization.
- Led cross-functional teams to deliver cohesive branding, optimized messaging, and seamless execution across all marketing channels.

**Drishtikon IAS | Patna, Bihar | *Graphic Designer & Video Editor*** **June 2022 – Dec 2022**

- Conceptualized and designed materials using Photoshop and Canva that aligned with branding strategies, increasing social media impressions by 120%.
- Edited video content for marketing campaigns, leveraging tools like Adobe Premiere Pro and DaVinci Resolve to craft engaging visuals.
- Developed branding strategies for storytelling and campaign success.

## SKILLS

- **Marketing & Analytics:** Google Ads, Meta Ads (Facebook & Instagram), Lead Generation, SEO (On-Page, Technical, Keyword Research), Email Marketing (Campaign Design, Automation, Analytics), Social Media Management, PPC, CRO, Google Analytics, Google Search Console, HubSpot, GMB Optimization, WordPress.
- **Creative Expertise:** Content Creation, Graphic Design (Canva, Adobe Photoshop), Video Editing (Premiere Pro, DaVinci Resolve), Branding, Storytelling

## EDUCATION

**Chandigarh University | Mohali | BBA - Marketing (Online Mode)** **Expected – 2027**

**UpGrad - Digital Marketing Accelerator Program (Online)** **April 2024 - Sep 2024**

**P.Y.M. (S.S.) School | Aurangabad (BIHAR) | Senior Secondary - 12th** **2022 - 2024**

**Jawahar Navodaya Vidyalaya (JNV) | Aurangabad (BIHAR) | Secondary - 10th** **2020 - 2022**

## CERTIFICATIONS

**Fundamentals of Digital Marketing** - Google Digital Garage || **Content Marketing** - HubSpot || **Campaign Design for Social Media** - Rajeev Mehta || **Startup India Learning Program** - UpGrad || **Storytelling** - Zakir Khan (FrontRow)