

# Gourav kumar

Digital marketer

## Objective

Recent I'm pursuing my graduation In BA- political honors  
With passion for digital marketing, great collaboration  
abilities  
And never ending quest for improvement, I'm looking  
for dynamic  
Entry-level digital marketer at your company so i can accelerate  
My career

B- 31 bablu dairy sarita vihar  
New delhi 110076

(+91)9354214290

**gouravshah9354214290@gmail.com**

## EDUCATION

### School of Excellence. Mpk New delhi 110076

2020 - 2022

Secondary schooling from CBSE board in 2022

### School of Excellence. Mpk New delhi 110076

2022 - 2024

Senior Secondary schooling from CBSE board in 2024

## SKILLS

Creative Thinking  
Adaptability  
Team Collaboration  
Effective Communication  
Analytical Skill  
Leadership Skill  
Management Skill

## PROFESSIONAL CERTIFICATES

- Advanced course in digital marketing from NSIM in 2024
- Fundamental of digital marketing from google in 2024

## TECHNICAL EXPERTISE

**SEO(Search Engine Optimization)**- I can find the best words to help websites show up on Google, make sure web pages are easy for people to find, and improve website traffic.

**Keyword Research**- Pick words to help websites show up on Google and attract visitors, I'm currently using Semrush primarily for keyword research and knows other platforms as well.

Knows how to use Google search Console tool to analyse

## Academic achievement

Awarded with Certificate of Distinction in 2024

Organised farewell party in 2024

Did Anchoring in Farewell party and annual day 23

1st prize in hindi Extanpore Competition distinct level in 2023

## LANGUAGES

Hindi ,English

website performance, monitor search traffic, and website visibility in search results.

**Google Search Console- Google Analytics-** Familiar with Google Analytics for analysing website traffic, user behaviour, and performance metrics to inform data-driven decisions and optimize online strategies.

**Wordpress-** experienced in creating and managing websites using wordpress, a popular platform for building and customising websites without coding.

**On-Page SEO-** Proficient in improving website visibility and attracting organic traffic through strategic keyword research and optimization techniques.

**Social media marketing-** using creative post and unique Video running ads so brand get hype and trusted leads From social media

**E-mail Marketing-** Knows how to create and execute effective email campaigns to engage audiences and drive conversions.

## PERSONAL INFORMATION

Father's name :Rajkumar

Date of birth :05 Octo 2005

Gender :Male

Marital Status :Unmarried

Nationality :Indian

Hobbies :traveling, watching movies

Phone : 9354214290