**ASHOK VERMA**

 **Contact:** ahokvrxx@gmail.com | 8500XXXX75 |linkedin.com/in/askxx

 **Address:** H No: 112/5, Shanti Path, Chanakyapuri, New Delhi 110021.

**Social Media Management | Content Creation | SEO | Email Marketing | Analytics**

**CAREER OBJECTIVE**

Recent MBA graduate with a passion for digital marketing, seeking a challenging role where I can apply my skills in social media management, content creation, SEO, market research, email marketing, and analytical reporting. Eager to contribute to a dynamic team and grow my expertise in digital marketing.

**EDUCATION**

* MBA (Masters in Business Administration), University of Delhi - CGPA 8.7 (2023)
* B.Com (Bachelor of Commerce), Govt Jr College for Boys - CGPA 8.5 (2020)
* Secondary School (10th Class), Gyan Jyoti Vidya Niketan - CGPA 8.1 (2018)

**PROFESSIONAL SKILLS**

* Social Media Platforms (Facebook, Instagram, Twitter)
* Content Creation & Management
* Basic SEO Strategies
* Market Research & Analysis
* Email Marketing Campaigns
* Analytical Tools (Google Analytics)
* Team Collaboration & Project Management

**INTERSHIP EXPERIENCE**

**ABC Digital Agency, New Delhi June 2022 - August 2022**

* Assisted in creating and scheduling posts across various social media platforms, increasing follower engagement by 20%.
* Supported the content team in developing blogs, website content, and newsletters.
* Learned and applied basic SEO techniques, contributing to a 15% increase in website traffic.
* Conducted market research to understand consumer trends and competitor strategies.
* Helped in the creation and management of email marketing campaigns, leading to a 10% increase in open rates.
* Utilized Google Analytics to track campaign performance and generated weekly reports.

**CERTIFICATIONS**

* Google Analytics for Beginners
* HubSpot Content Marketing Certification

**PERSONAL INTERESTS**

* Staying updated with the latest digital marketing trends
* Blogging about technology and marketing
* Photography and graphic design

**PERSONAL DETAILS**

Father’s Name : Vikas Verma

Date of birth : 21 Jun 1998

Gender : Male

Nationality : Indian

Marital Status : Unmarried

Languages Known : English & Hindi

**DECLARATION**

I hereby declare that all the information provided above is true to the best of my knowledge and belief.

Place:

Date: Signature