

# KUSHA VARUN

Graduate, IGDTUW 23

Senior Year BBA Student | IGDTUW'23 | SMM | SEO Specialist | Academic Content Writer | Business Analyst



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## EDUCATION

### Bachelor's Degree in Business Administration

Indira Gandhi Delhi Technical University for Women

2020 - Present

New Delhi, India

### Class 12th, CBSE

Guru Harkrishan Public School, New Delhi

2019 - 2020

77.5%

### Class 10th, CBSE

Guru Harkrishan Public School, New Delhi

2017 - 2018

60%

## WORK EXPERIENCE

### Website Developer Intern

Rabyte IT Solution, Noida

06/2022 - 08/2022

I was involved On-Page & Off-page SEO, content writing, Website development, etc.

### Digital Marketing Executive

IGMA, Dubai

07/2021 - 09/2021

In this internship, I was responsible for social media branding, lead generation & conversion services.

### Social Media Marketer

The Spark Foundation, Singapore

03/2022 - 04/2022

I was responsible for planning, implementing, managing and monitoring company's Social Media strategy

### Creative Lead

Anon Global Foundation, Delhi

02/2022 - Present

Was responsible for lead generation through email Marketing & cold calling & played a major role in SEO & SMM

Achievements/Tasks

- Intern of the month
- Winner in 21 days combating constant change program

## SKILLS

SEO

SMM

Wordpress

Presentation making

MS EXCEL

Content Creation

Basic Design Skills

SEM

Email Marketing

Business Analytics

## PERSONAL PROJECTS

Digital and IT Solution\_Social Media\_Growth (06/2022 - 08/2022)

- Made them gain about 10.5k followers with 323% of account engagement and reaches in 60 days

Digitalized Apex\_Website (06/2022 - 08/2022)

- Created web pages for Digitalized apex with proper SEO and additional blogs

## CERTIFICATES & VOLUNTEER WORK

IGMA Digital Marketing Bootcamp (10/2021 - 11/2021)

Completed 1 Month-long Full Course on "Digital Marketing" which covered the Fundamentals of SEO, SMM, Content Writing, WordPress Development, Email Marketing, etc.

Influencer Content Marketing (03/2022)

Completed Content Marketing course, provided by Srinidhi Ranganathan, which covers the current trend & demand in the content writing world & helps the viewer to understand the scope of Content Market Plans

Management HR Olympiad (06/2022)

Successfully completed level-1 of National Management Olympiad (NMO) and my rank was under top 60.

## LANGUAGES

Hindi

Full Professional Proficiency

English

Full Professional Proficiency

Punjabi

Full Professional Proficiency

## INTERESTS

Travelling

Influencing

Art & Craft

Marketing

Yoga

Volunteering

Photography

Cooking

Stylist

Gardening