



DEEPANSHU KUMAR

DIGITAL MARKETER

About me

I am a Digital Marketer.

My skills include writing, editing, and proofreading, which are essential for creating high-quality content.

I am capable of making sound decisions and overseeing projects from start to finish.

EDUCATION

Du Sol University

Bachelor of Arts: Humanities

2020- 2023

NIOS Board

Science

2019 - 2020

Jetking Institute

Ethical Hacking Professional

2020- 2021

Delhi Institute Of Digital Marketing

Master In Digital Marketing

April 2023 to July 2023

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🌐 <https://digitallymake.com>

📍 New Delhi - 110077

LANGUAGE

English

Hindi

Skills

Marketing Analytics	●	●	●	●	●
○ Google Ads	●	●	●	●	●
Copywriting	●	●	●	●	●
SEO & SEM	●	●	●	●	●
Ads Campaign	●	●	●	●	●
○ Web Designing	●	●	●	●	●
Facebook Ads	●	●	●	●	●
Keyword Optimization	●	●	●	●	●
Social Media Management	●	●	●	●	●
Product Marketing	●	●	●	●	●
○ Lead Generation	●	●	●	●	●
Remarketing	●	●	●	●	●
Budget Tracking	●	●	●	●	●

INTEREST

A.I Technology
Reading Blogs
Writing

Expertise

○ Search Engine Optimization

- Have good understanding of all on page & off page Optimisation to rank web pages in search engines.
- worked on internal assignments and live projects for digitally make created 100 backlinks for undermentioned pages.
<https://digitallymake.com>

○ Google Ads

- very well versed with google ads to drive highly targeted traffic to drive conversions.
good with concepts like
- 1.Google Search Ads Campaign creation.
 - 2.Display Ads Campaign.
 - 3.Youtube Ads Campaign.
 - 4.Shopping Campaign.
 - 5.Keyword Research with google keyword planner tool.
 - 6.Bids Optimisation.
 - 7.Conversion Tracking set up

Social Media Optimization And Marketing

1.Can create and manage engaging content for social media platforms like Facebook, Instagram.

2.Have created and worked on social media platform for achieved 100+ liked in 3 days.

3.Have good understanding of paid sponsored ads on Facebook and Instagram.

<https://www.instagram.com/technoanshul>

<https://www.instagram.com/the.pahadibeast>

Email Marketing

Very good knowledge of email marketing concepts.

1.Can set up and manage automated email campaigns.

2.Deep understanding of inbox delivery.

3.Can create highly engaging email campaigns as per different marketing stages/funnels created automated email marketing campaign for my website.

Lead Generation & Landing Page

Can manage and create lead page with Wordpress.

1.Lead generation campaigns in social media

2.To produce good quality leads