


# Varun kandari

 varunkandari.25@gmail.com

 9818903397

 [linkedin.com/in/varun-kandari-17232018b](https://www.linkedin.com/in/varun-kandari-17232018b)

## Summary

Motivated professional with diverse experience and skills seeking a summer opportunity. Proficient in project management, communication, and problem-solving. Highlights include leading a successful marketing campaign with a 30% increase in customer engagement. Ready to contribute to a dynamic organization.

### Experience:

#### 1. Self made website (2018-20):

- Blogging and news website.
- Google my business and affiliate marketing.
- approved by google adsense

#### 2. Internship Apelo consulting (2022):

- Collaborated on social media campaigns, resulting in a 20% increase in followers.
- Created compelling content for digital platforms.
- Website content and SEO work

### Skills:

- Project management, communication, problem-solving.
- Teamwork, time management, technical skills.
- Marketing, digital marketing, SEO, SMM.
- Data analytics, tableau, Excel

### Career Highlight:

- Led a marketing Strategies with 30% increase in customer engagement.
- Utilized data analytics to improve conversion rates.
- Led a team and achieved campaign objectives ahead of schedule.

## Experience

### Digital Marketing Intern

Brandscienze

Aug 2022 - Oct 2022 (3 months)

Working for 3 clients under the guidance of my team leader and manager, worked on brand building, Backlinks, Advertisement, website management, content building, blog writing, social media content, trend analysis, and market analysis.

## Education

### Galgotias University

MBA, Business Administration and Management, General

2021 - 2023

MBA with a focus on Marketing and Information Technology (IT), combining skills in both areas for business growth. Experience includes:

- Collaborating on marketing campaigns, conducting market research, and implementing digital strategies.
- Utilizing data analytics to measure campaign effectiveness and optimize marketing efforts.
- Assisting in IT system implementation and management, integrating marketing strategies with technology.
- Applying knowledge of digital marketing, and data management for enhanced customer experience.
- Keeping up-to-date with emerging technologies and marketing trends for a competitive edge.



## **Delhi University**

### **Bachelor of Arts, Humanities/Humanistic Studies**

2018 - 2021

The BA in Humanities is a multidisciplinary program that explores human culture, history, literature, philosophy, and the arts. Through lectures, research projects, and discussions, I developed critical thinking, research, and communication skills. The program fostered a global mindset and allowed for specialization in specific areas of interest. This well-rounded education prepares me for diverse career paths in academia, research, writing, and cultural institutions.



## **DTEA School**

### **class XII, Humanities/Humanistic Studies**

In 12th grade humanities, I explored disciplines like literature, history, philosophy, and social sciences. Through discussions, readings, and research, I developed critical thinking, analytical skills, and a broader perspective. Engaging in debates enhanced my communication skills, while research projects improved my ability to gather and evaluate information. Overall, this experience deepened my appreciation for the arts and equipped me with essential skills for academic and real-world challenges.

## **Licenses & Certifications**



### **Certified Marketing Specialist - Google**



### **Professional Diploma in Digital Marketing - National School of Internet Marketing(NSIM)**

## **Skills**

management • market analysis • Digital Marketing • Data Analysis • Brand Management • Search Engine Optimization (SEO) • Video Editing • Analytical Skills • Search Engine Marketing (SEM) • Content Development

## **Honors & Awards**



### **A Study Regarding the Way Consumer Psychology is Affected by Digital Marketing - IJSREM**

Apr 2023

Consumer psychology is the study of how people act, feel, and think when making judgments about purchases. For

digital marketers to properly personalize their marketing tactics to their target audience's demands, they must have a solid understanding of consumer psychology. The most important consumer psychology lessons for digital marketing that relate to purchases will be covered in this article.