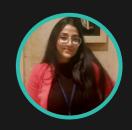
KUSHA VARUN

Graduate, IGDTUW 23

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



- kusha063bba20@igdtuw.ac.in
- Ghaziabad, India
- twitter.com/kusha_varun

- 8882494553
- in linkedin.com/in/kusha-varun-0235291b6
- instagram.com/kusha1306

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

IdiviA, Duba

07/2021 - 09/2021

In this internship, I was responsible for social media branding, lead aeneration & 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

English

Full Professional Proficiency

Full Professional Proficiency

Punjabi

Full Professional Proficiency

INTERESTS

Travelling Inflluencing Art & Craft

Marketing Yoga Volunteering

Photography

Cooking

Stylist

Gardening