

VIKAS BANSAL

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Digital Marketer

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Professional Summary

Entry-level Digital Marketing professional with practical knowledge of SEO, Social Media Marketing, Google Ads and content creation. Skilled in keyword research, social media management, basic paid advertising, and performance tracking. Seeking an entry-level Digital Marketing role to apply skills, support business growth, and gain industry exposure.

EDUCATION

Bachelor Of Arts (University Of Delhi)

2019 - 2022, Delhi

Digital Marketing Course (DigiPerform)

Completed

WORK EXPERIENCE

Digital Marketer intern (Jan 2026 to Feb 2026)

Self Projects

- Assisted in SEO activities including keyword research and on-page optimization
- Created social media content, captions, and post ideas
- Basic knowledge of Google Ads and Meta Ads campaign setup
- Analyzed performance using Google Analytics
- Designed creatives using Canva

SKILLS

- Digital Marketing Fundamentals
- Search Engine Optimization (On-page, Off-page)
- Social Media Marketing (Instagram, Facebook, LinkedIn)
- Google Ads (Search Ads - Basic)
- Meta Ads (Basic Campaign Setup)
- Keyword Research and Competitor Analysis
- Content Writing and Caption Creation
- Canva Graphic Design
- Email Marketing (Basic)
- Google Analytics (Basic)
- WordPress (Basic)

STRENGTHS

Problem Solver. Quick Learner. Smart Worker. Hardworking. Team Player

PROJECTS

Social Media Marketing Project

- Created content strategy and daily posts
- Increased engagement using hashtags and reels

SEO Project

- Performed keyword research and competitor analysis
- Optimized website content and meta tags

Google Ads Project

- Created search ad copies and keywords structures
- Learned bidding strategies and campaign performance analysis

Website Development Project

- Created website using WordPress
- Connected Google Analytics and Search Console for tracking

Graphic Designing project

- Designed social media posts, stories, reels thumbnails, and banners
- Created promotional creative for ads and campaigns

TOOLS

- Google Ads
- Meta Ads Manager
- Google Analytics
- Google Search Console
- Canva
- WordPress
- ChatGPT
- SEMrush (Basic)
- SEO Tools (Basic)
- Chatgpt
- Gemini
- Youtube Studio
- Google Tag Manager
- Capcut video editor