

Akash Agarwal

Digital Marketing | UI/UX | Web & Creative Professional

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Professional summary

I AM A MBA (Marketing & HR) graduate with hands-on experience in digital marketing, performance campaigns, SEO, and UI/UX optimization. Skilled in managing Google Ads and Meta Ads campaigns, improving engagement, and driving measurable growth through data-driven strategies.

EDUCATION

Swami Vivekanand Subharti University

Master of Business Administration (HR and Marketing)

Meerut, Uttar Pradesh

(2023)

Swami Vivekanand Subharti University

Bachelor of Business Administration (BBA)

Meerut, Uttar Pradesh

(2020)

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

AAMINFOTECH

Gurgaon, Haryana

APRIL 2024-MAY 2025

- Managed social media campaigns across Instagram, Facebook, and Twitter.
- Assisted in SEO optimization, keyword research, and content strategy.
- Monitored campaign performance using Google Analytics and Meta Ads Manager.
- Conducted competitor analysis and audience research for campaign planning.
- Increased Instagram engagement by 20% through strategic content planning.
- Improved website traffic through SEO optimization initiatives.
- Managed content calendars and scheduled posts across multiple platforms.
- Created 30+ social media creatives and marketing assets.

supporting creative work:

- Designed UI/UX wireframes and interactive prototypes using Figma and Adobe XD.
- Created social media graphics, posters, brochures, and branding materials.
- Edited promotional videos, reels, and educational content.
- Developed motion graphics and transitions to improve engagement.
- Optimized multimedia content for digital platforms.

DNN24

Digital Marketing Intern

New Delhi, Delhi

Sept 2024 - Dec 2024

- Conducted keyword research, on-page SEO, and backlink building.
- Managed and optimized Twitter content to increase engagement and organic reach.
- Developed Twitter strategies and engaged audiences through UGC reposts

KSHITIKSHA FOUNDATION

Digital Marketing & Content Writing Intern

NOIDA, UP

Apr 2025

- Executed donation campaigns using QR integration and persuasive storytelling.
- Wrote an email series titled "How to Cope with Mental Illness" for youth empowerment.
- Created sustainability-focused content promoting sapling plantation and environmental care.

InAmigos Foundation (IAF)

Social Media Marketing Intern

Bilaspur, Chhattisgarh

Jun 2026

- Planned and managed social media content for Instagram and Facebook.
- Wrote engaging captions, CTAs, and optimized hashtags
- Supported fundraising and donation campaigns through digital content.
- Designed creatives, posters, and awareness campaigns using Canva.
- Collaborated with the team to maintain consistent branding and audience engagement.

Sanyukt Organisation

Digital Marketing Intern

Bhubaneswar, Odisha

Jun 2026 – Jul 2026

- Managed social media content and maintained content calendars for Instagram and Facebook.
- Designed creatives, awareness posters, and campaign assets using Canva.

- Conducted Instagram audits, competitor research, and content performance analysis.
- Planned digital marketing campaigns and content strategies.
- Supported fundraising and awareness initiatives through digital marketing

Radical Minds Technologies Pvt. Ltd.

Gurgaon. Haryana

Marketing Operation Associate

Handle Amazon Ads Intern

JUNE 2026-JULY 2026

Managing and optimizing Amazon advertising campaigns including Sponsored Products, Sponsored Brands, and Sponsored Display to drive sales and improve visibility. Skilled in keyword research, bid optimization, and performance analysis (ACOS, CTR, ROI). Focused on data-driven strategies to enhance campaign efficiency and achieve business goals.

- PROJECT EXPERIENCE**
- Social Media Campaign Performance Analysis Project**
- Analyzed campaign performance using Facebook Ads Manager, Twitter Analytics & Instagram Insights.
 - Evaluated KPIs such as reach, impressions, engagement rate, CTR, and ROI.
 - Assessed audience demographics and behavior to refine targeting and optimize ad content

- iAkash Digital – Personal Brand & Digital Marketing Project**

www.iakash.digital
- Built and deployed a responsive portfolio using HTML, CSS, JavaScript & Bootstrap.
 - Hosted the portfolio on live domain and integrated Google Search Console, Google Analytics, Google Ads & Facebook Ads.
 - Improved visibility, traffic, and user insights through digital marketing integration.
 - Created and managed social media content for Instagram, Facebook, and other digital platforms.
 - Implemented digital marketing strategies including SEO, hashtag research, and audience engagement techniques.
 - Analysed content performance and optimized campaigns to improve reach, impressions, and follower growth.
 - Maintained brand consistency across all digital channels and marketing materials.
 - Built brand visibility through content marketing and digital branding initiatives.

SKILLS & TOOLS

Digital Marketing: (SEO) Search Engine Optimization, (SEM) Search Engine Marketing, Pay Per Click (PPC), Conversion Rate Optimization, Email Marketing, Social Media Advertising **TOOLS:** Google Ads Manager, Facebook Ads Manager, Google Analytics, MailChimp, Google AdSense, YouTube marketing and Instagram marketing, freelancing, AI tools like ChatGPT, Gemini, Leonardo AI. Lead Generation, A/B Testing, Audience Targeting, Funnel Optimization, Campaign Optimization **Graphic Design:** Adobe Photoshop, Illustrator, Canva, **Video Editing:** Adobe Premiere Pro, After Effects, **UI/UX Design:** Adobe XD, Figma **Data Management:** Microsoft Excel, SQL, PHP, jQuery, Power BI

- TRAINING AND INTERNSHIP CERTIFICATE**
- Digital Marketing professional with Graphic designing and video editing**
- Acquired comprehensive knowledge in key areas of digital marketing, including SEO, SMM, PPC, email marketing, content marketing, and web analytics.
- Demonstrated proficiency in leveraging digital marketing strategies to enhance brand visibility, drive targeted traffic, and optimize online conversions.
 - Designed responsive, user-centered wireframes and interactive prototypes using Figma and Adobe XD to deliver seamless user experiences.
 - Created posters, brochures, and social media creatives using Photoshop and Illustrator, while collaborating with 3 small brands to design and manage Instagram content for stronger online presence.
 - Produced promotional videos, social media reels, and educational content using Adobe Premiere Pro and After Effects, incorporating motion graphics, transitions, and optimized formats to enhance storytelling, engagement, and performance across digital platforms.

AMAZON ADS CERTIFICATION

Radical Minds Technologies Pvt. Ltd.

Marketing Operation Associate

Handle Amazon Ads Intern

Introduction to Amazon Ads

Amazon Ads

Credential ID 53f465bb-11f9-4067-923a-32800678057b

Amazon Ads Campaign Planning Certification

Amazon Ads

Credential ID 31bc23bf-8cd5-4cc5-ad98-8392041ea531

Amazon Sponsored Ads Certification

Amazon Ads

Credential ID 31bc23bf-8cd5-4cc5-ad98-8392041ea531

AI TOOL SPECILIZATION

COURSIV

1) MASTER OF CANVA AI

2) MASTER OF CHATGPT

3) MASTER OF CLAUDE

4)MASTER OF GEMNINI

5)MASTER OF OMNI

6)MASTER OF KLING

