Your Name

Digital Marketing Associate

Pune, Maharashtra | +91 98765 43210 | yourname@email.com | linkedin.com/in/yourname

PROFESSIONAL SUMMARY

Marketing graduate (BBA, 2026) with internship experience in SEO, social media marketing, paid advertising (Meta Ads, Google Ads) and content marketing. Grew an Instagram account by 4.2K followers in three months and reduced client CPC by 18% through A/B testing. Google Ads and GA4 certified.

SKILLS

Digital Marketing: SEO, SEM, Social Media Marketing, Content Marketing, Email Marketing, PPC
Paid Ads: Meta Ads Manager, Google Ads, A/B Testing, Retargeting, Audience Segmentation
Analytics: Google Analytics 4, Google Search Console, Looker Studio, Microsoft Excel
Tools: Canva, Ahrefs, SEMrush, HubSpot, Mailchimp, WordPress, Buffer, ChatGPT

EXPERIENCE

Jan 2026 – Jun 2026 — **Digital Marketing Intern**
BrightLeaf Media, Pune, India

- Managed Meta Ads campaigns for 3 D2C clients with a combined monthly budget of ₹2.5 lakh.
- Ran A/B tests on 40+ ad creatives, reducing average cost per click (CPC) by 18%.
- Built weekly performance dashboards in Looker Studio for client reporting.

May 2025 – Jul 2025 — **Social Media and Content Marketing Intern**
Chai & Co. Cafés, Remote

- Planned and published a 12-week Instagram content calendar of reels, carousels and stories.
- Grew followers from 1.8K to 6K and increased engagement rate to 5.6%.
- Wrote 8 SEO-optimised blog posts; 2 rank on Google page one for local keywords.

PROJECTS

2025 — **SEO Audit – Local Bakery Website**

- Audited site using Ahrefs and Google Search Console; fixed meta tags, page speed and internal linking, increasing organic traffic by 35% in 60 days.

2024 — **Email Marketing Campaign – College Fest**

- Created a 4-email Mailchimp sequence for 3,000 students, achieving a 42% open rate and 1,100 registrations.

EDUCATION

2023 – 2026 — **Bachelor of Business Administration (BBA), Marketing**
Symbiosis College of Commerce, Pune | CGPA: 8.6/10
Relevant Coursework: Consumer Behaviour, Brand Management, Marketing Analytics

2021 – 2023 — **Pre-University Course (PUC), Commerce**
Kendriya Pre-University College, Pune | Percentage: 88%

2021 — **Secondary School Leaving Certificate (SSLC)**
St. Mary's High School, Pune | Percentage: 91%

CERTIFICATIONS

- Google Ads Search Certification – Google Skillshop (2026)
- Google Analytics (GA4) Certification – Google Skillshop (2025)
- Content Marketing Certification – HubSpot Academy (2025)

LANGUAGES

English (Fluent), Hindi (Native), Marathi (Conversational)

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Place: Pune

Date: 20/10/2026

Your Name