

RAVI KUMAR

Assistant Marketing Manager

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Mumbai, Maharashtra



PROFESSIONAL SUMMARY

Motivated and enthusiastic recent graduate with a degree in Marketing, seeking an entry-level marketing position at BlueSky Digital Solutions to apply my skills in digital marketing, content creation, and data analysis. Eager to contribute to dynamic marketing strategies while continuing to learn and grow professionally.

EDUCATION

Bachelor of Business Administration (BBA) in Marketing

University of Mumbai, Maharashtra

Graduation Date: May 2025

- Relevant coursework: Digital Marketing, Consumer Behavior, Marketing Analytics, Social Media Strategy
- GPA: 8.5/10

Certifications

- Google Analytics Certified
- HubSpot Content Marketing Certification
- Facebook Blueprint Certification

SKILLS

- Digital Marketing Campaigns Expert
- Social Media Management Expert
- Brand Management Expert
- Advertising Expert
- Market Research Expert
- Content Creation Expert

EXPERIENCE

Marketing Intern

Digital Edge Solutions | Pune, Maharashtra

June 2024 – August 2024

- Assisted in the execution of online marketing campaigns for client projects, leading to a 20% increase in web traffic.
- Conducted market research and competitor analysis to help improve digital strategies.
- Wrote blog posts, email newsletters, and social media content, increasing audience engagement by 12%.

Social Media Marketing Intern

Cafe Coffee Day | Bengaluru, Karnataka

September 2023 – May 2024

- Managed the brand's social media accounts, increasing followers by 18% through targeted content and engagement strategies.
- Designed promotional graphics using Canva and assisted in scheduling posts across various platforms.
- Analyzed social media metrics to optimize campaigns for better results.

DECLARATION

I hereby declare that the information provided above is true to the best of my knowledge.

Date: July 25, 2025