



SHIVKUMAR

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SUMMARY

Certified Digital Marketer with a **B.Sc.** in Mathematics and Physics (2024) from **Gulbarga University**, Bidar. Skilled in **SEO, Google Ads, Meta Ads, website designing, email marketing,** and **social media optimization**. Completed a **6-month** Digital Marketing course with practical projects in multiple marketing tools. Currently working as a **Digital Marketing Intern at PetaBytz**, gaining real-world industry experience.

WORK EXPERIENCE

Digital Marketing Intern, Petabytz Technologies Inc. June 2025 - Present

- Conducted **keyword research** and implemented **SEO** strategies to improve website visibility.
- Assisted in managing **Google Ads** campaigns with a focus on performance optimization.
- Designed marketing creatives and reports using **Canva**.
- Supported **website designing, email marketing,** and **social media optimization** to enhance brand presence.

Digital Marketing Apprenticeship(Certification Course), Digital Nest Dec 2024 - June 2025

- Completed a 6-month Digital Marketing certification with hands-on training.
- Gained skills in **SEO, Google Ads, Canva, website designing, email marketing,** and **social media optimization**.
- Conducted keyword research, website audits, and **on-page/off-page SEO** activities.
- Practiced campaign creation and performance analysis in **Google Ads**.
- Designed marketing creatives and social media posts using **Canva**.
- Learned website development and optimization techniques for better user experience.
- Implemented **email marketing** strategies to improve engagement and conversions.
- Worked on live projects and real-time case studies to build practical knowledge.

EDUCATION

Bachelor of Science June 2021 - Oct2024

Gulbarga University
BVB Arts, Science & Commerce College, Bidar
Gulbarga University, **Karnataka**

PUC (Intermediate) May 2019- June 2021

Department of Pre-University Education,
Karnataka (PU Board, **Karnataka**)

ADDITIONAL INFORMATION

- **Technical Skills:** SEO, Google Ads, Email Marketing, Social Media Optimization, Keyword Research, Website Designing, Canva.
- **TOOLS:** Mailchimp, Google Analytics, Search Console, SEMrush, GTM, WordPress, Canva, Keyword Planner, ManyChat.
- **Languages:** English, Kannada, Hindi.
- **Certifications:**
 - 1) Digital Marketing Certification in **Digital Nest**
 - 2) **Google Ads, SEO, Meta Ads, Canva, Website Designing, SMO, Email Marketing** (Certifications from **Digital Nest**)