

# KULDEEP KUMAR THAKUR

D I G I T A L M A R K E T E R



## CONTACT

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## EDUCATION

2012

G.S.S.S NEETHER (KULLU)

- Higher Education
- Marks Obtained 64.5%

2017

GOVT. DEGREE COLLEGE

SANJAULI (HPU SHIMLA)

- Bachelor degree (BA)
- Marks Obtained 69 %

## SKILLS

- Project Management
- Teamwork
- SEO/SMO/SMM/PPC
- Leadership
- Effective Communication
- Critical Thinking

## LANGUAGES

- English
- Hindi

## HOBBIES

- Traveling
- Gym
- Net Surfing

## PROFILE

Results-driven Senior Digital Marketing Professional with 7+ years of experience in SEO, SMO, and Paid Campaigns – focused on driving brand growth, maximizing ROI, and delivering measurable business results.

## WORK EXPERIENCE

**Asclique Innovation & Technology** (Nov 2018 To March 2021)

Digital marketer Executive

- 2.5+ years of experience in SMO and SEO.
- Created strategies to boost organic traffic and user engagement.
- Improved brand visibility across digital platforms.

**Ingenious Netsoft Pvt. Ltd.** (Mar 2021 to April 2022)

Digital marketer Executive

- Planned social media campaigns to increase engagement.
- Boosted unique visits for client projects.
- Created visuals and videos using Canva.
- Tracked performance and optimized content for better results.

**Canvas Craft Media** (April 2022 To Oct 2022)

SEO Specialist

- 2.5+ years of experience in SMO and SEO.
- Created strategies to boost unique visits for client projects.
- Skilled in driving organic growth and engagement.

**Duple IT Solutions** (Nov 2022 To April 2023)

Senior Digital Marketer

- 2.5+ years of expertise in SEO & SMO strategy execution.
- Optimized campaigns to boost organic traffic and brand visibility.
- Improved engagement metrics across digital channels.

**Soft System Solution**  
Social Media Specialist

(April 2023 to May 11 2025)

- Developed and executed social media strategies across multiple platforms.
- Created engaging visuals and video content to boost audience interaction.
- Managed paid ad campaigns to increase reach and conversions.
- Monitored analytics and optimized campaigns for consistent growth.
- Handled team coordination, client communication, and project management.

**G3 Worldwide PVT LTD**  
Social Media Specialist

(May 2025 to Present)

- Managed end-to-end project execution and delivery.
- Led influencer marketing campaigns and partnerships.
- Planned and optimized paid advertising strategies.
- Handled client communication and relationship management.
- Monitored campaign analytics and performance metrics.
- Coordinated effectively with cross-functional teams.