

# ANKUR PATEL

## DIGITAL MARKETER PRACTITIONER

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## Summary

Results-oriented Digital Marketing fresher with a practical Diploma in Digital Marketing and hands-on skills in Social Media Marketing, SEO (On-page, Off-page & Technical), WordPress Development, and Meta Ads. Seeking an entry-level role to create data-driven campaigns, improve website performance, and drive measurable growth while building expertise in the digital space.

## Skills

- Search Engine Optimization
- Social Media Marketing
- Search Engine Marketing
- Meta Ads
- Email Marketing & Automation
- WordPress Development & Management
- Google Ads
- Landing Page Creation & Optimization

## Practical Experience

### Digital Marketing Trainee

June 2025 - Oct 2025

Digital BanJao | Practical Training via Skills Elephant

- Completed an intensive, task-based training program simulating real-world campaigns, gaining hands-on experience in website development, SEO, social media strategy, and content creation for the brand GullyVastra.

### Key Highlights & Deliverables:

- **Social Media Management:** Created and managed the Instagram account @gullyvastra, optimized content strategy based on buyer persona, and improved brand visibility.
- **Website Development:** Built and customized the e-commerce website digiankur.site using WordPress.
- **Website Optimization & SEO:** Implemented keyword research, meta tags, internal linking, and image optimization to improve site performance, search rankings, and load speed.
- **Market Research & Strategy:** Conducted competitor analysis and market research to develop actionable business growth strategies.
- **Paid Advertising:** Designed and structured Meta ad campaigns to generate high-quality leads and drive traffic to the website.

## Education

### Skills Elephant - June - Sep 2025

- Practical Diploma in Digital Marketing

### LNCT University Bhopal - June 2022 - July 2024

- Master's In Computer Application (MCA)

## Certification

- Social Media Marketing - Hubspot
- Inbound Marketing - Hubspot
- Become an AI-Powered Marketer - Semrush Academy
- SEO Strategy - Semrush Academy

## Tools

- Meta Business Suite
- Google Ads
- SEMrush
- Google Search Console
- Mailchimp
- Shopify
- Google Analytics
- Ubersuggest