

# KUNAL GAURAV

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| www.inketu.com | Bengaluru

## CAREER OBJECTIVE

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Aspiring digital marketing professional with hands-on experience in SEO, Google Ads, and content marketing. Proven ability to grow organic traffic, run ad campaigns, and manage end-to-end digital strategy. Currently growing a personal blog (2,000+ monthly views).

## SKILLS

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- MS Excel, Word, PowerPoint, Canva and Figma.
- SEO: On-page SEO, keyword research, link building
- Analytics & Ads: Google Analytics, Google Tag Manager, Google Ads, AdSense
- Content & Tools: Canva, WordPress, Mailchimp, HTML/CSS
- Platforms: SEMrush, Search Console, Meta Business Suite
- Other: Social media content planning, basic performance tracking, A/B testing

## EXPERIENCE

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### Digital Marketing Executive | Vsyenah Realities Pvt Ltd, Bengaluru | Jun 2025 – August 2025

- Managed company's online presence via SEO and social media strategies
- Created and posted OLX ads for residential plot listings to generate inbound leads
- Conducted B2C cold calling and lead follow-ups via WhatsApp to convert inquiries into prospects.
- Created and scheduled content using Canva.

### Founder & Blogger | [Inketu.com](http://inketu.com) | March 2025 – Present

- Grew personal blog to 2,000+ monthly views in 3 months through keyword research, SEO content, and backlink building
- Used SEMrush and Google Search Console to identify opportunities and optimize on-page SEO
- Created and published original blog content with consistent branding and structure
- Integrated Google AdSense and tracked performance using Google Analytics

## PROJECTS

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### Portfolio Website – SEO Optimization.

- Researched keywords and optimized page content and meta tags
- Used Google Analytics to track user behavior and site traffic
- Improved page speed and layout, resulting in ~20% performance gain

### Google Ads Campaign for Blog Content.

- Set up Google Ads campaigns for top blog articles
- Performed keyword planning, ad copywriting, and A/B split testing
- Monitored results and optimized daily to increase CTR within budget

## EDUCATION

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East West Institute of Technology. (Bengaluru Karnataka)

- Bachelor of Engineering (B.E)- Electronics and Communications Engineering.

## CERTIFICATIONS

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- Google Digital Garage – Fundamentals of Digital Marketing
- HP LIFE – Digital Business Skills, Business Email
- Great Learning – Social Media, SEO, Email Marketing, Google Analytics

## ACHIEVEMENTS

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- Personal blog with 500+ monthly visitors.
- Published Research Paper in IJIREEICE (2021).