

## **Kuldeep Verma**

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### **CAREER OBJECTIVE**

A highly motivated B.Com graduate seeking an opportunity to leverage analytical, communication, and digital marketing skills in a dynamic organization. Eager to learn, grow professionally, and contribute effectively toward achieving organizational goals.

### **WORK EXPERIENCE**

#### **Intern – Business Innovation & Digital Marketing**

AdYogi, Gurgaon | Jul 2025 – Dec 2025

- Developed Excel and Google Looker Studio dashboards for brand performance analysis.
- Monitored Meta and Google Ads spend to evaluate campaign effectiveness.
- Analyzed both online and offline marketing campaigns to generate actionable insights.
- Managed product/store listings and supported overall brand marketing activities.
- Assisted in optimizing campaign performance through data-driven decision-making.

### **EDUCATION**

#### **Bachelor of Commerce (B.Com)**

Sri Aurobindo College | 2022 – 2025

#### **Senior Secondary (XII), CBSE – Commerce**

Rishabh Public School, East Delhi | 2022

Percentage: 82%

#### **Secondary (X), CBSE**

Florence Public School | 2020

Percentage: 62%

### **TRAINING & CERTIFICATIONS**

#### **Digital Marketing & Data Analysis Internship**

AdYogi, Gurgaon | Jul 2025 – Dec 2025

- Gained hands-on experience in Google Looker Studio and MS Excel for reporting and analysis.
- Developed skills in campaign analysis, digital marketing analytics, and ad spend tracking.
- Learned practical applications of performance marketing and data interpretation.

### **PROJECTS**

#### **Spanish Language Learning | Mar 2023 – Mar 2024**

- Completed foundational training in Spanish from Hansraj College.
- Developed basic proficiency in reading, writing, and conversational communication.

### **SKILLS**

MS Excel, Google Looker Studio, Digital Marketing, Video Editing, Photography