

# Dhruv Khanna

## Digital Marketing Enthusiast

A BBA graduate, having studied Traditional and Digital Marketing as a main throughout the course. An Optimistic and determined individual, I'm looking for getting hands on exposure of Paid Marketing. Already up to speed with the skills and knowledge required in this field, I'm aiming for entry level learnings of Digital Marketing, with an organization of high reput, offering a challenging work profile that will help me nurture and grow my skills.

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📍 Gurgaon

## WORK EXPERIENCE

### Social Media Marketing Intern HealthKart

04/2021 - Present

Gurgaon

Full Time

#### Achievements/Tasks

- Handling the social media account of Muscleblaze Pro One.
- Managing the content for the Page.
- Managing paid campaigns on Facebook Business Manager.
- Making strategy for the Page and creating a Brand awareness.
- Experienced in PR and Influencer Marketing.

### Digital Marketing Associate Oh Creatives

06/2020 - 01/2021

Gurgaon

Full Time

#### Responsibilities/Tasks

- Handling Social Media accounts for Awarapn.com & nakshatra marketing, including Facebook, Instagram.
- Also experienced in running paid campaigns on Facebook Business Manager.
- Helped the utilizing FB Audience targeting, Geo Targeting , managing catalogue and Day Parting.
- Analyzing the audience through google analytics and managing ads on google adwords.

## TRAININGS & COURSES

### IBM (2019)

- 6 Month Digital Marketing Internship Programme

### Udemy

- Google AdWords Course.

### Udemy

- Digital Marketing Course

## EDUCATION

### PGDM

#### Narsee Monjee Institute of Management Studies

01/2021 - Present

Course

- Marketing Management

### BBA

#### Guru Gobind Singh Indraprastha University, Delhi

08/2017 - 09/2020

## SKILLS

Facebook Marketing

Social Media Marketing

Content Creation

MS Office

Tally ERP9

E-Mail Marketing

Google Adwords

App Store Optimization

App marketing

## ACHIEVEMENTS

### 2nd Position

Haryana State Powerlifting

### Black Belt

Karate Junior Level

### Excellence Award

5 Years of Vocal Music

## CERTIFICATES

### Digital Skills - Digital Marketing

Accenture

### Digital Marketing

Udemy ( Rob Percival)

### Instagram Marketing

Udemy (Benjamin Wilson)

### Facebook Ads & Facebook Marketing

Udemy (Course envy)

### Google adwords

Udemy (Simon Koss)

### Apple search ads certification

Apple

## LANGUAGES

### English

Full Professional Proficiency

### Hindi

Full Professional Proficiency

## INTERESTS

Playing guitar, Karate, Singing, Travelling, Social Work