

SAMPLE RESUME TEMPLATE FOR A FRESHER - DIGITAL MARKETING

Resume order:

1. Name
2. Contact detail
3. Goal
4. Summary/Core Competency
5. Education
6. Certifications
7. Live Project/Internship
8. Volunteering

Your resume should be simple, readable, Font size: 11, Times New Roman/Ariel.

Don't

- ✗ Have more than a 2-page resume
- ✗ Include skills that you are not confident about
- ✗ Hobbies unless relevant
- ✗ Include declaration with signature
- ✗ Include references

Suresh Babu

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Certified Digital Marketer who is looking to work for a creative and challenging Social Media Agency in Bangalore

Core competencies:

SEO | Google Ads | WordPress | Social Media | Creative Social Media Visuals | Content |

Education:

2019, BBA, Christ University, Bangalore

Certificates:

- 2020, Certified Digital Marketer, Web Marketing Academy Bangalore
- August 2020, Google Ads Search Certificate, Google

Live Project:

- Created a website with WordPress from scratch: www.spremkumar.com
- Implemented HTML tags including search console & Google analytics
- SEO for www.homerenovators.com Increased rankings for keyword: "Home renovators in Bangalore" from 30 position to 7 positions. Tools used: SEMRush, Ahrefs
- Facebook & Instagram Ad campaigns for Home Renovators. Amount spend: Rs 2000, results: 45,000 impressions, 120 clicks, 15 leads. Used Facebook IQ, Hub, Ads Manager
- Created and managed an Instagram account. An increased engagement using creative stories following a theme-based content calendar. Tools Canva, Instagram stickers, Quikapp, Facebook

Relevant activities:

Participated in Podcast | Interviewed Industry leaders | Attended The Marketing Conference |

Courtesy: | www.webmarketingacademy.in |



 /webmarketingacademy

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Indira Nagar, Bangalore | Phone: 8792299538 |

Email: sureshbabu@gmail.com | LinkedIn: <http://linkedin.com/sureshbabuttr>

(Your contact details: Your email address and phone number)

Summary: (This is your elevator pitch to get the attention. If you are certified, mention that. List your goals.

*Example: I want to work with creative minds. **Add location**, so that the employers knew you are ready to relocate)*

Certified Digital Marketer who is looking to work for a _____ in Bangalore

Core competencies: *(List the things you are **confident about** and worked on)*

SEO | Google Ads | WordPress | Social Media | Creative Social Media Visuals | Content |

Education: (Latest College. School not required, unless If its a premium school. Example: Lawrence, Ooty)

2019, BBA, Christ University, Bangalore

Certificates: (If you are looking for Digital Marketing, this is important)

- 2020, Certified Digital Marketer, Web Marketing Academy Bangalore
- August 2020, Google Ads Search Certificate, Google

Live Project: (Be specific as possible. **Expect questions out of this**. The employers might want to find out what mistakes you made, the process and how you solved it. Have proofs, screenshot)

- SEO for www.homerenovators.com Increased website for keyword: "Home renovators in Bangalore" from 30 position to 7 position
- Run Facebook & Instagram Ad campaigns for Home Renovators. Amount spend: Rs 2000, results: 45,000 impressions, 120 clicks, 15 leads

Relevant activities: (Make sure you **include relevant activities & volunteering** work)

Participated in Podcast | Interviewed Industry leaders | Attended The Marketing Conference
