

ANANYA SHARMA

Digital Marketing Intern Applicant

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PROFESSIONAL SUMMARY

Final-year BBA student who runs a small Instagram page for a campus club and has taken it from 300 to 4,200 followers in eight months. Comfortable with SEO basics, Google Ads and writing copy that people finish reading. Looking for a digital marketing internship where I can work on real campaigns and learn from a team.

EDUCATION

Bachelor of Business Administration (Marketing) 2023 - 2026 (expected)
Symbiosis College of Arts and Commerce, Pune | CGPA 8.2 / 10
Higher Secondary (Commerce), Maharashtra Board 2023
Fergusson Junior College, Pune | 86.5%

SKILLS

Marketing: SEO (keyword research, on-page), Social Media Marketing, Google Ads (Search), Email Campaigns
Content: Blog and caption writing, Canva, basic video editing (CapCut)
Analytics: Google Analytics 4, Google Search Console, Meta Insights, Excel
Tools: Ubersuggest, Mailchimp, Buffer, MS Office

ACADEMIC AND PRACTICAL PROJECTS

Campus Club Instagram Growth Jan 2025 - Aug 2025

- Planned a weekly content calendar of reels and carousels designed in Canva; followers grew from 300 to 4,200
- Raised average reel reach by about 3x after testing posting times using Meta Insights

SEO Audit and Blog for a Local Bakery (Class Project) Sep 2025 - Nov 2025

- Audited a 12-page website, fixed title tags and meta descriptions, and wrote 6 keyword-based blog posts
- Organic search clicks rose from 40 to 150 a month in 10 weeks (Search Console)

Google Ads Search Campaign Simulation Jul 2025

- Built a Rs. 5,000 mock campaign on Google Skillshop Ads simulator; reached 4.8% CTR on exact-match keywords

CERTIFICATIONS

Fundamentals of Digital Marketing, Google Digital Garage 2025
Inbound Marketing Certification, HubSpot Academy 2025
Google Ads Search Certification, Skillshop 2025

EXTRA-CURRICULAR

- Content head, Marketing Club, Symbiosis College (team of 9) | Volunteer, college fest social media desk, 2024 and 2025