

DEV KUMAR

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PROFESSIONAL SUMMARY

Digital Marketing student with hands-on experience in social media marketing, AI automation, and lead generation. Skilled in building AI agents, managing social media content, and running performance marketing campaigns. Passionate about combining marketing with automation to improve business efficiency and generate leads.

EXPERIENCE

- June 2025 - **Social Media Marketing Intern – STS Digital Solution** Faridabad, Haryana
- July 2025 **Social Media optimization**
- Created graphic designs, content calendars, social media posts, and reels (product videos) for client brands.
 - Managed content strategy and visual direction for Instagram and Facebook pages. Assisted with client content approvals and publishing workflows.
- Feb 2026 - **Freelancer - [Ranksure.net](https://www.ranksure.net)**
- Till Now **Digital Marketing**
- Managed Facebook page Terrace Gardening, growing followers from 12K to 20K+ through content strategy and consistent posting
 - Handled Social Media Optimization (SMO) for Sunshine Hospital to improve engagement and brand visibility
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PROJECTS & TRAINING

- March 2025 **AI Automation** Faridabad, Haryana
- Till Now **Personal Agent**
- A smart AI assistant integrated with WhatsApp to automate tasks across Gmail, Google Docs, and Drive via n8n.
- Sales Agent**
- Built an AI sales agent using Apify and Firecrawl to scrape leads, upload them to a CRM, and automate lead conversion through Vapi AI voice calls.
- Chrome Extension**
- Built a Chrome extension using AI for SEO research, enabling keyword analysis, competitor insights, and on-page optimization.
- July 2024 **STS WEB SOLUTION** Faridabad, Haryana
- Digital Marketing Training**
- Completed hands-on training in performance marketing using Google Ads and Facebook Ads, focusing on ROI optimization.
 - Practiced SEO techniques and Google Analytics to boost website visibility and engagement.
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EDUCATION

- SATYUG DARSHAN INSTITUTE OF ENGINEERING AND TECHNOLOGY 2023-2026
BBA in Digital Marketing, ongoing since 2023
- KENDRIYA VIDYALAYA SCHOOL
- HIGHER SECONDARY CERTIFICATE (COMMERCE WITH MATHS), 65%* 2022–2023
SECONDARY SCHOOL CERTIFICATE, 82% 2020-2021

CERTIFICATION

- CERTIFICATE OF DIGITAL MARKETING TRAINING
BY CODESQUADZ. JANUARY 2026
- PLATINUM CERTIFICATE OF DIGITAL MARKETING TRAINING
BY STS WEB SOLUTION. July 2024
- 1st Position in Intra-Debate Competition
By Bhavyug, The Tech Eight. January 2019

SKILLS

Marketing & Advertising:

- Google Ads & Facebook Ads.
- Social Media Marketing (SMM).
- Content Marketing & Strategy.
- Search Engine Optimization (SEO).
- Email Marketing & Lead Generation.

Technology & Automation:

- AI Automation with n8n.
- WordPress Website Development.
- Web Analytics (Google Analytics, Search Console).
- Graphic Design (Canva).
- Basic HTML & Ai Website Building.

Business & Sales:

- Cold Outreach & Lead Generation.
- Project Management.
- Client Communication & Persuasion.
- Sales Pitching & B2B Marketing.

Soft Skills:

- Problem-Solving & Critical Thinking
- Adaptability & Fast Learning
- Team Collaboration & Leadership

OTHER

- **Languages:** English , Hindi
- **Additional Skills:** AI & automation tools (n8n), CRM basics, keyword research, copywriting, basic video editing, market research, time management, sales techniques, basic ethics & manners, professional presentation, and efficient workflow management.