

Jatin Kashyap

[Jatin](#) | [LinkedIn](#)

[marketingwithkashyap.com](#) | [Website](#)

Email – jatinjhakashyap@gmail.com

Mobile: +91 93541 31872

EDUCATION

Institute of Management, Nirma University

Ahmedabad, India

MBA, Major – Marketing | Minor – Digital Transformation & Analytics

May 2023 – April 2025

Institute of Technology, Nirma University

Ahmedabad, India

B. Tech - Computer Science & Engineering

May 2020 – April 2023

SKILLS SUMMARY

- **Digital Marketing:** Google Ads, Meta Ads, SEO, SMM, Email Marketing, Content Marketing, Shopify
- **Data Analysis:** Microsoft Excel, Tableau, Power BI, Google Analytics, Python – Intermediate Level
- **UI UX Design:** Figma, Sketch, Adobe XD, Canva, Notion, Ditto
- **Soft Skills:** Presentation, Negotiation, Persuasion, People Management

WORK EXPERIENCE

Digital Marketing Associate | occultscience.in | Part Time

January 20 – December 24

- Achieved **first-page SEO ranking for 10+ keywords and optimized 50+ blog posts**, driving significant organic traffic.
- Delivered **500+ Instagram posts, growing followers to 20K organically** through engaging content and consistent branding.
- Launched email marketing campaigns, **improving customer retention by 15%** with personalized and data-driven strategies.
- **Increased domain authority by 15 points, built 75+ high-quality PR backlinks**, and boosted overall search engine visibility.

Shopify Store | Self Employed

January – February (Every Year)

- Operating a Shopify store annually for Valentine's Day, **generating ₹1.5 lakh sales in a month** through strategic planning.
- Executing **Facebook Ads with ROAS of 3.5** and e-commerce SEO campaigns, driving high traffic and conversions during seasonal sales periods.

Atomakin | SEO | Freelance

August 2024 – Present

- **Worked with 50+ local businesses**, including restaurants, salons, and hospitals, providing tailored local SEO services.
- Helped **clients achieve 30% more sales** by enhancing their local online visibility through strategic SEO efforts.

INTERNSHIP

Marketing Specialist | Vitto Money

March 24 – May 24

- Led website redesign using Figma, increasing user engagement by 25% and reducing bounce rate by 40%.
- Produced and optimized 20+ SEO-driven blog posts and web pages, boosting organic traffic by 12% with Google Analytics tracking.
- Launched Meta and Google Ads campaigns, achieving thousands of mobile app installs and converting 13% into 46 loan applications.

LIVE PROJECT

Lead Generation Specialist | True Vastu

August 23 – November 23

- Managed email marketing and SEO campaigns, generating 15+ high-quality leads daily through targeted strategies.
- Invested INR 3000 daily in ads, achieving an 18% CTR and a 12% conversion rate on lead generation campaigns.

ACADEMIC PROJECT

Crop Price Prediction Using ML, ITNU

March 23 – May 23

- Aims to support farmers and agriculture-dependent businesses with early crop price predictions through **advanced data analysis** for informed decision-making.
- Employed robust **Machine Learning** techniques, including decision tree and random forest algorithms, to enhance crop price prediction accuracy.
- Designed a user-friendly frontend using **HTML, Material UI, and JavaScript**, allowing data visualization and real-time interaction via a **REST API**.

AWARDS & ACHIEVEMENTS

- **Secured 2nd place in a University Level website competition** hosted by ACES (Nirma University), outperforming more than 100 competing teams.
- **Certified as the Best SEO Specialist** by occultscience.in, recognizing exceptional performance in driving organic growth.

CERTIFICATES

- **Search Engine Optimization (SEO) Specialization** issued by University of California, Davis (2024)
- **Tableau A-Z: Hands-on Tableau Training for Data Science** issued by Udemy (2024)
- **Lean Six Sigma Green Belt Certification** issued by KPMG (2024)
- **The Strategy of Content Marketing** issued by University of California, Davis (2023)
- **Data Visualization with Advanced Excel** issued by PWC (2023)
- **Google Ads Search Certification** issued by Google (2023)
- **Web & Mobile Designer: UI/UX Figma** issued by Udemy (2022)