

Ramnik Sidhu

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Gurugram, Haryana



PERSONAL INFO

I am a dynamic and creative digital marketing student pursuing an M.A. in Digital and Creative Marketing, eager to make a mark in the branding industry. I thrive in innovative environments and am passionate about using my skills to drive impactful marketing initiatives. I am actively seeking a role in marketing where I can contribute fresh ideas and collaborate to deliver exceptional outcomes.

PROFESSIONAL EXPERIENCE

Discover Solution Freelancing

2024

- Designed a visually engaging logo for a Pune-based vegetable and fruit wholesaler.
- Designed launch pamphlets to introduce the brand to drive initial brand awareness.

Floor Co-Works, Jodhpur Marketing Intern

2024

- Designed advertising campaigns
- Ideated and created content for Instagram and Website
- Conducted comprehensive competition analysis and compiled detailed reports.

Siemens India, Gurugram Marketing Intern

2020

- Completed a 3-month internship with hands-on experience in Digital Marketing, Content Marketing, and Event Organizing.
- Gained practical skills and training in digital marketing strategies and tools. Assisted in planning and organizing marketing seminars.

EDUCATION

- M.A in Digital and Creative Marketing 2023-2025**
Manipal Academy of Higher Education, Karnataka (Semester 2- GPA 9.0)
- Union Public Service Commission (UPSC) 2020-2023**
Appeared for UPSC Preliminary Exam twice
- B.A (Voc) Marketing Management and Retail Business 2017-2020**
University of Delhi (GPA- 6.3 : First Division)
Specialized Undergraduation in Marketing- Full time
- CBSE Class 12th (CGPA- 7.2) 2017**
The Heritage School, Vasant Kunj
- CBSE Class 10th (CGPA- 7.2) 2015**

CERTIFICATIONS

- Hubspot Digital Marketing Certification
- Hubspot Inbound Marketing Certification
- Hubspot Content Marketing Certification

TECHNICAL SKILLS

- SEO
- SEM
- Canva
- Content Marketing
- Procreate
- Email Marketing
- Web Development
- MS PowerPoint
- MS Excel

SOFT SKILLS

- Public Speaking
- Leadership
- Communication
- Team Building

PROJECTS

- Conducted comprehensive user research for Vennbrd, a start-up based in Manipal gathering and analyzing data to inform product development and user experience improvements.
- Developed comprehensive go-to-market strategy for Vitru Uniforms and Cheluvu Naturals based in Udupi, Karnataka
- Crafted a social media strategy for Hunkal Coffee, Bengaluru, as a workshop assignment.
- Ongoing Project: Managing a blog and running targeted Google Ads campaigns to drive traffic and engagement.
- Ongoing Research Paper on Branding in Metaverse.