



ANKIT KUMAR

MARKETING, BRANDING & PHOTOGRAPHER

Creative marketing professional with expertise in social media, branding, content strategy, and influencer marketing. Skilled in visual storytelling and campaign execution, driving engagement and brand visibility across Pan-India.

HIGHEST QUALIFICATION: JOURNALISM & MASS COMMUNICATION (PG)

CONTACT

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SKILLS

- Brand Strategy
- Creative Thinking
- Graphic Designing
- Photography & photo editing
- Problem-solving
- Content Creation
- Influencer Marketing
- Social Media Handling
- Strong Communication
- Basic SEO
- Basic Wordpress

SOFTWARES & TOOLS

- Adobe Photoshop
- Canva
- Microsoft Powerpoint
- Adobe Lightroom
- Adobe Illustrator
- Brevo, Monkey Chimp
- Adobe Indesign
- AI Tools (ChatGPT, Adobe Firefly, Sora AI, Slides AI etc)

EXPERIENCE

SENIOR ASSOCIATE - MARKETING

The Blue Kite (Vianaar Homes Pvt. Ltd.)

2024 - Present

- Social media and content calendar management
- Branding strategist for ATL, BTL & TTL campaigns
- Planned and executed performance-driven ad campaigns
- Designed creatives for digital, print, and events
- Created engaging multimedia content
- Managed online reputation and community engagement
- Led influencer marketing campaigns
- Executed emailers and WhatsApp marketing
- Curated newsletters for internal and external audiences
- Handled Google Ads and campaign optimisation

JUNIOR MANAGER - MARKETING

M-Swasth Solutions Pvt. Ltd.

2023 - 2024 (November)

- Created and managed social media content, boosting engagement and reach.
- Shot and edited reels; delivered high-impact visual content.
- Designed branding assets in regional languages for Pan-India campaigns.
- Developed event collaterals like standees, danglers, and banners.
- Ideated and executed brand campaigns with the marketing team.
- Managed email marketing, internal comms, and employee campaigns.

GRAPHIC DESIGNER

BOI Services

2022 - 2023 (Jan)

- Daily Social media posts, news updates
- Magazine, notepad, coffee mug etc accessories design
- Photo editing in softwares such as Adobe Photoshop and Lightroom
- Designed website infographics and layouts.

FREELANCE EXPERIENCE

VIDEOGRAPHER

Rite Water Pvt. Ltd.

- Shoot for Nal Jal Yojna, Bihar
- Shoot for Solar EDF plant, Jharkhand
- Shoot for Water ATM, Maharashtra and Rajasthan

VIDEOGRAPHER & EDITOR

Arrucus Media

- Shoot for UDAN Scheme, Hubli
- Shoot for PMAY, Vijayawada

EVENT PHOTOGRAPHER, GRAPHIC DESIGNER AND EDITOR

Timeless frames by VD

- Covered various wedding as well as corporate events
- Edited photos, designed albums and magazines

GRAPHIC DESIGNER & PHOTOGRAPHER & SOCIAL MEDIA HANDLER

Allmytee.co

- Designed Graphic T-Shirts and Hoodies
- Website Handling and Instagram Content Creation
- Product Shoot for Website and Social Media

SOME OTHER PROJECTS

- Advertisement Shoot for Ghughuti Resort, Dhanaulti
- Event Shoots for DU colleges Such as Farewell & Fests
- Jewelleries Shoot for Ragaskies
- Documentary Shoot on Bhagalpur-The Silk City.
- & Many Event, Model and product shoots

INTERNSHIPS

VIDEOGRAPHER & SOCIAL MEDIA HANDLER

Amar Bharti

- Daily Facebook Updates and Live Sessions
- Made News Reporting Videos for YouTube
- One Month Internship

PHOTO JOURNALIST

Dainik Jagran

- Captured Various images for Newspaper
- One Month Internship

EDUCATION

2019 - 2021

GURU JAMBESWAR UNIVERSITY

Master of Arts (Journalism and Mass Communication)
Final Percentage- **70%**

2016 - 2019

GURU GOVIND SINGH INDRAPRASTHA UNIVERSITY

Bachelors of Arts (Journalism and Mass Communication)
Final Percentage- **84%**

2014 - 2016

SCHOOL

- 10th -Mount Assisi School (ICSE)- **69%**
- 12th - Tarar College (Arts)- **68%**

ACHIEVEMENTS

- **Promoted to Junior Manager** of Marketing at M-Swasth after one year as a Marketing Executive.
- Earned certificate of experience while working as an intern in Dainik Jagran
- Earned a Certificate of experience while working as an intern in Amar Bharti
- Earned Certificate From IPU and DU for covering Various Events

INTERESTS

- Photography
- Anime
- Martial Arts
- Travel
- Acting/Mimicry
- Football