

# VINOD KUMAR JAISWAL

## Digital Marketing Trainer

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### PROFILE SNAPSHOT :

- 3 Years Experienced in Digital Marketing Trainer with a strong background in teaching SEO, Advanced Google Ads, Facebook Ads, Website creation, Content Marketing, Affiliate Marketing, Analytics and Lead Generation.
- Focused on providing practical knowledge and real-world skills to help participants succeed in their careers.
- Skilled in creating simple and easy-to-understand training programs for students and professionals.
- Dedicated to guiding and supporting learners to achieve their goals in digital marketing.
- Always stays updated with the latest trends to deliver the best learning experience.

### CAREER OBJECTIVE :

My goal is to teach people digital marketing skills in simple and easy-to-understand language, enabling students to secure better job opportunities or achieve significant growth in their businesses. I am committed to providing practical, hands-on training that equips individuals with the knowledge and tools they need to succeed. By fostering skill development and industry readiness, I aim to help students and professionals build a strong foundation for long-term career success and personal growth.

### SKILL FRAMEWORK :

<input checked="" type="checkbox"/> Website Designing & Development (Wordpress, Shopify, Wix, HTML, CSS, JavaScript, PHP)	<input checked="" type="checkbox"/> Google Search Console	<input checked="" type="checkbox"/> E-mail Marketing
<input checked="" type="checkbox"/> Search Engine Optimization(SEO)	<input checked="" type="checkbox"/> Google Analytics 4.0	<input checked="" type="checkbox"/> Youtube Marketing
<input checked="" type="checkbox"/> Graphics Designing using Canva	<input checked="" type="checkbox"/> Affiliate Marketing	<input checked="" type="checkbox"/> Google Tag Manager
<input checked="" type="checkbox"/> Video Editing using Filmora	<input checked="" type="checkbox"/> WhatsApp Marketing	<input checked="" type="checkbox"/> Personal Branding
<input checked="" type="checkbox"/> Advanced Google Ads	<input checked="" type="checkbox"/> Basic App Creation	<input checked="" type="checkbox"/> Freelancing
<input checked="" type="checkbox"/> Facebook Ads Mastery		

### TRAINING EXPERIENCE :

#### Give Me Publicity(GMP) - Laxmi Nagar, New Delhi

- Project Manager & Digital Marketing Trainer | 01 February, 2022 - Present

#### NextGen Institute of Technology(NIT), Cantt Station Road, Varanasi

- Center Coordinator | 2012 - 2018

#### Microtek College of Management & Technology(MCMT), Maldahia, Varanasi

- Sr. Software Faculty of Computer Science | 2008 - 2012

#### All India Ex-Serviceman Electronics and Computer Institute(AIESECI), Maldahia, Varanasi

- Sr. Software Faculty & Head of Department (HOD) | 2007 - 2008

#### Sharp Institute of Computer Science(SICS), Rambagh, Prayagraj

- Jr. Faculty of Computer Science | 2001 - 2003

#### Cosset Infotech, Lauther Road, Prayagraj

- Jr. Faculty of Computer Education | 2000 - 2001

## PROJECTS MANAGEMENT :

- **ESS(Enterprise Software Solutions)** | Google Ads Campaign Setup & Optimization
- **QAISE(An American Brand)** | Google Ads & Facebook Ads Campaign Optimization
- **Killer Kurves Shapewear** | Complete Google Ads Optimization
- **ESS-USA** | Microsoft Paid Ads Optimization
- **Vorvil UK** | Amazon Ads Campaign Setup & Optimization
- **Plan Journey Travel Agency** | SEO On-Page Optimization
- **Give Me Publicity** | Facebook & Google Ads Campaign Setup & Optimization
- **www.ranthamboretour.in, www.shreejudairy.in and www.givemepublicity.in** | **Website Creation**
- **Mentoring GMP's Internship Students on lots of Google, Facebook, and SEO projects.**

## DIGITAL MARKETING Certificates :

- **iJaipuria - Google Ads Using AI Tools, Facebook & Instagram Ads Using AI Tools and The SEO Blueprint course**
- **Google Certifications** - Search Ads, Display Ads, Video Ads, Shopping Ads & Performance Ads Certificates
- **Digital Trainee, Pune** - Master Program, Website Designing and Graphics & Video Editing Certificates
- **Marketing Fundas, Delhi** - Social Media Marketing & Facebook Ads Certification
- **Digital Kora, Bangalore** - Advanced Digital Marketing Course

## EDUCATION :

### 2018 - 2020 | Swami Vivekananda Subharti University

MBA - Master of Business Administration in Marketing

### 2005 - 2007 | SMU of Health, Medical & Technological Science

MCA - Master of Computer Applications

### 2004 - 2005 | SISI - Ministry of Small Scale Industry, Kanpur

Web Designing, Development & Hosting

### 2000 - 2004 | NIELIT(National Institute of Electronics & IT)

'O' Level & 'A' Level (Equivalent of PGDCA)

### 1999 - 2000 | First Computer Center(FCC), Allahabad

Diploma in END USER COMPUTING

### 1999 - 2002 | Allahabad University, Prayagraj

Graduation and Post Graduation

## FUTURE PLANNING :

As a Digital Marketing Trainer, I aim to stay updated with the latest trends and technologies in digital marketing. In the future, I plan to expand my knowledge in areas like AI marketing, voice search, and data analytics. I want to create even more valuable training programs that help students learn practical skills to succeed in the industry. I also hope to work with businesses to help them build strong teams. My main goal is to keep learning and growing while helping others do the same.

### Declaration -

*I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.*

### DATE :

### PLACE :

Vinod K. Jaiswal