



# VIJAYA KUMAR J

## DIGITAL MARKETING PROFESSIONAL

### EDUCATION

- **P.G.Program in Digital Marketing (2024)**  
Digital Academy 360, Bangalore.
- **B.E. in Civil Engineering (2013-2017)**  
Jain Institute Of Technology,  
Davanagere. Visvesaraya Technological  
University

### SKILLS

- Search Engine Optimization (S.E.O)
- Social Media Marketing (S.M.M)
- Pay Per Click (P.P.C) Ads
- Wordpress Website Development
- E-mail Marketing
- Graphic Designing
- Google Analytics
- Content Writing

### LANGUAGES

- English
- Kannada
- Hindi
- Telugu

### CONTACT INFO

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### MY PROFILE

A creative and a quick-thinking individual with a passion for marketing. My goal is to add value to any business through Digital Marketing Campaigns.

I'm well-versed with various Pay-Per-Click (P.P.C) Platforms, Social Media Marketing & Search Engine Optimization tools and strategies, which gives me the ability to market a brand, a product and a service in different verticals to achieve the targeted sales.

### WORK EXPERIENCE

#### FREELANCE DIGITAL MARKETER

Body Rockerzz Fitness,  
Davanagere (Jan 2024-Present)

In the Body Rockerzz project, I applied a range of digital marketing skills:

- Enhanced online visibility organically through SEO, social media engagement, and WordPress website development.
- Crafted compelling content and graphics, optimized for email campaigns and web platforms.
- Achieved significant enrollment growth by synergizing strategies effectively.

This project provided invaluable experience in integrated digital marketing methodologies.

#### CIVIL CAD/ BIM ENGINEER

R.K Constructions,  
Davanagere (2020-2023)

- Took up various roles and responsibilities pertaining to the construction projects such as Planning,Modelling, Building Quantity Estimation, Site Mapping etc. and worked with various Project Management Softwares and BIM(Building Information Modelling) tools,
- Supervised and managed manpower at the construction sites,
- Assisted various technical information for the project such as planning, structural detailing, estimation etc., which eventually has instilled a sense of professionalism at my craft.