



GOPI SHARMA

Digital Marketing Aspirant

- +918479898889
- gopisharma689@gmail.com
- [linkedin.com/in/gopi-sharma-digital-marketer](https://www.linkedin.com/in/gopi-sharma-digital-marketer)
- www.gopisharma.com

SKILLS

- Wordpress
- Canva
- Content Marketing
- Google Analytics

EDUCATION

MBA + PGPDM

Bengal Institute Of Business Studies
2025 - Present

Bachelor of Commerce

Acharya Girish Chandra Bose College
2021-2024

Higher Secondary

Konnagra High School
2021

Secondary

Nabagram Vidyapith
2019

CERTIFICATIONS

- HubSpot Content Marketing Certification
- Google Ads Search Certification
- Semrush SEO Toolkit Course
- EY & Microsoft AI Skills Program
- Great Learnings

PROFESSIONAL SUMMARY

MBA + PGPDM student specializing in Digital Marketing with hands-on exposure to SEO, Google Ads, keyword research and marketing funnel development. Skilled in content strategy, campaign setup and audience targeting. Passionate about performance marketing, AI-driven search and data-backed digital strategies.

EXPERIENCE OR PROJECTS

Alchemist Mentorship Program

Adbuffs

Dec. 2025 - May 2026

- Conducted keyword research using Google Keyword Planner to identify high-intent search terms for campaign targeting.
- Assisted in developing a structured digital marketing funnel aligned with lead generation and user journey mapping.
- Built a demo Google Search Ads campaign including keyword targeting, ad copy creation and campaign setup following PPC best practices.

ACHIEVEMENTS & LEADERSHIP

Brand War

- Developed audience-focused brand messaging and content strategy for a competitive marketing campaign.
- Contributed to the winning campaign that secured 1st position among 7 competing teams.

Leadership Experience

- Served as President of the Online Gaming Club and managed overall club operations.
- Organized 2 gaming tournaments with 200+ participants, developing leadership, coordination, and team management skills.