HARSHIT PAL SINGH

Performance Marketing Executive

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ABOUT ME

Journalism and Mass Communication graduate with a 6-month diploma in digital media marketing and hands-on experience in Meta Ads campaign management and social media marketing. Possess practical knowledge of Google Ads, including campaign setup and optimization. Skilled in managing Instagram, Facebook, and Linkedin; designing creatives using Canva and editing short-form videos using Insta Edits and VN. Aspiring to grow in performance marketing and paid media.

EDUCATION

Delhi Metropolitan Education (2021-2024)

Bachelor of Journalism and Mass Communication

- Learned digital content creation for social media platforms.
- Gained knowledge of media production and storytelling techniques.
- Developed an understanding of advertising and public relations principles.
- Studied audience engagement and digital communication strategies.

Hansraj College, University of Delhi (March 2025 - August 2025)

Diploma in Digital Media Marketing

- Applied social media management concepts through a practical digital marketing project.
- Executed Meta Ads and Google Ads campaigns as part of hands-on training.
- Created content strategies to enhance brand visibility and audience engagement.

EXPERIENCE

Performance Marketing Executive *TheSecondKey | July 2026 – Present*

- Managed and optimized Meta Ads campaigns to drive lead generation and brand growth.
- Planned and published social media content across Instagram, Facebook, and LinkedIn, including reels, posts, captions, and hashtag research.
- Designed engaging social media creatives and content using Canva while ensuring consistent brand communication.

Digital Marketing Intern *Reliable Study | March 2026 – June 2026*

Social Media Intern *Group Media Private Limited | Nov 2025 – Feb 2026*

PROFESSIONAL SKILLS

- Meta Ads (Campaign Management & Optimization)
- Google Ads (Practical Knowledge)
- Instagram Management
- Facebook Management
- LinkedIn Management
- Canva (Social Media Creatives & Reels)
- Mobile Video Editing (VN & Instagram Edits)

CERTIFICATIONS

- Performance Marketing by Tutedude
- Digital Marketing Fundamentals
- Google Ads (Search, Display, Shopping & YouTube Ads)
- Mobile App Marketing, Measurement & Analytics
- Google Analytics (Performance Tracking & Reporting)
- LinkedIn Marketing (Strategy, Content & Creative Design)
- SEO (Fundamentals, Technical, Mobile & Local SEO using SEMrush)

LANGUAGES

- Hindi
- English