# SANKET SUMAN

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## SUMMARY

Results-oriented MBA student in Digital Marketing with expertise in content creation, design, social media management, and SEO. Currently advancing skills in Digital Marketing with AI from Masai School × IIM Ranchi while contributing to content development for howto-connect.com. Proficient in Canva, WordPress, and AI marketing tools, ready to leverage creative and analytical capabilities in a digital marketing role.

## SKILLS

- Content Creation
- Creative Design (Canva)
- WordPress
- AI Tools (ChatGPT, Grok)
- Digital Marketing
- SEO (On-page & AI tools)
- User Research

## EXPERIENCE

01/2026 – Current **Content Creator (Freelance), howto-connect.com**

- Created and published original content for howto-connect.com, enhancing reader engagement and boosting website visibility.
- Developed practical, audience-focused articles and digital content, addressing specific needs to drive reader interest.
- Wrote how-to guides for howto-connect.com technology tutorials and website articles.
- Researched user questions for step-by-step content topics and publishing needs.
- Edited drafts for clarity, grammar, and consistent site voice.

02/2025 – 07/2025 **Digital Marketing Intern, College Program, Jaipur**

- Created marketing content and social media creatives using Canva to enhance brand visibility and boost audience engagement.
- Designed graphics, posters, and visual assets for digital campaigns and social media platforms.
- Managed end-to-end social media content creation, scheduling, and community engagement across platforms.
- Executed bulk WhatsApp messaging campaigns to facilitate outreach and strengthen audience communication.

## EDUCATION

09/2026 – 10/2026 **Digital Marketing with AI**
Masai School × IIM Ranchi, Online

07/2023 – 07/2025 **MBA, Digital Marketing**
Jaipur Engineering College and Research Centre University, Jaipur, India
7.38

07/2020 – 07/2022 **BBA**
India Education Centre University, Solan, Himachal Pradesh
GPA: 7.00

## WEBSITES, PORTFOLIOS, PROFILES

- linkedin.com/in/sanket-suman-a3493338
- theme-craft-dream.lovable.app

## CERTIFICATIONS

- Ultimate SEO Course 2025: Beginner to Advanced SEO with AI – Udemy
- The Complete Digital Marketing Guide (27 Courses in 1) – Udemy
- The Complete Digital Marketing Course (12 Courses in 1) – Udemy
- Social Media Graphics Design Masterclass with Adobe & Canva – Udemy
- ChatGPT, Canva, DALL-E & Bard Guide for Business Profit – Udemy
- Canva 100 Design Milestone Badge – Canva
- Fundamentals of Digital Marketing – Google Skillshop / Google Digital Garage
- Website Development (WordPress & CMS) – Google Digital Garage

## LANGUAGES

**Hindi:** First Language **English:** Professional Working Proficiency