

AKSHAY SINGH

AI-Powered Digital Marketer | AI Content, Ads & Automation

Mohali, Punjab 140301

+91 9877764331 - ak0033502@gmail.com - **LinkedIn:** www.linkedin.com/in/akshay-singh-aka000

PROFESSIONAL SUMMARY

AI-driven Content & Growth Marketer and Digital Marketing student with hands-on professional experience working on AI-powered ad and content projects for platforms such as Kuku FM, Guru, and Babylon. Proficient in AI content writing, AI video editing, AI website creation, and AI-driven platform management, with experience managing and scaling high-traffic web and social platforms reaching 4–5 million monthly views.

SKILLS

Technical Tools: Google Analytics, SEMrush, Hootsuite, Canva, Excel

Business Skills: Campaign Management, Workflow Optimization

Presentation & Prompting: Generative AI, GPT & AI Market automation Tools

Marketing Platforms: Paid Advertising, Content Writing, SMM, SMO, SEO

EXPERIENCE

11/2024 to Present

Creative AI Ads Creator (Freelance)
Tosh Media — Remote

- Creating AI-generated advertisements for leading digital platforms including Kuku FM, Guru, and Babylon App through Tosh Media.
- Leveraged AI tools for scripting, visuals, voiceovers, and optimization to produce scalable, high-quality ads.

09/2024 to 04/2025

Social Media Marketing Manager
Shankar School of Music – Kharar, India

- Implemented social media content strategies; boosted engagement by 7% through targeted campaigns, AI-driven design, and a landing page to elevate digital visibility.

07/2024 to 09/2024

Content Writer Intern
Cook N Klean – Remote

- Implemented data-driven SEO strategies for cleaning and meal-prep services, increasing performance by 2%.

WEBSITES

- Banking Info Portal-ifsc.allbankifscodes.com
- Creator money-management platform- Creatorearningstrack.in
- Gaming Platform-Guesskaro.games

EDUCATION

Expected in 05/2026

BBA: Digital Marketing
Chandigarh University - Kharar

- CGPA: 7.9
- Dissertation: Comparative Study of Consumer Trust in AI-Generated vs. Human-Generated Content

ACCOMPLISHMENTS

- **Reliance Foundation Undergraduate Scholarship Recipient, 2022**
- Managed content for **Food Lovers** and executed content & ad strategies for **ytcreatornews.com**, driving 2–4M monthly views and campaign traffic growth.
- **Event Coordination** Team Member-Chandigarh University

CERTIFICATIONS

Introduction to Artificial Intelligence and Its Applications-LinkedIn Learning
Entrepreneurship-LinkedIn Learning
Excel Basics for Data Analysis (IBM)