

PORTFOLIO.



# Anikesh Singh

Social Media Marketing | Freelancer



# About Me

Hi, I'm **Anikesh Singh**, a digital marketer and creative designer with **5 years** of experience in performance marketing.

I help businesses improve their online presence, generate quality leads, reach the right audience, and communicate their brand through creative visuals.

My approach combines data-driven advertising with creative thinking to build marketing strategies focused on business growth.

[Hire Me](#)



# Education

- **Digital Marketing Course:** I- Elevate Institute, Delhi – 2022
- **Graduation:** B.sc in Mathmathics– Jiwaji University, Gwalior – 2022
- **Intermediate:** Sainik Inter College, Agra – 2016
- **High School:** Sainik Inter College, Agra – 2014



# Tools



Facebook & Instagram advertising, audience targeting and lead generation.



Paid search campaigns, keyword targeting, optimization and reporting.



SEMrush – SEO & Competitor Analysis.



SEO research, keyword analysis and website performance insights.



Visual Studio Code

Editing HTML, CSS and website code.



Image editing, photo manipulation and advertising creatives.



Social media designs, presentations, posters and marketing materials.



Vector graphics, logo design, icons and brand identity assets.



Reels, short-form videos, captions and promotional video editing.



Claude AI – AI-Powered Content & Marketing Assistance.

# Services Offered

## ● Google Ads Management

- Search & Display Advertising
- Performance Max Campaigns
- Keyword Research & Ad Optimization
- Conversion Tracking & Performance Reporting

## ● Social Media Optimization (SMO)

- Instagram & Facebook Profile Optimization
- Content Strategy & Calendar Planning
- Social Media Post, Story & Reel Planning
- Engagement & Organic Growth Strategies

## ● Video Editing & Reels

- Instagram Reels & YouTube Shorts
- Promotional Videos & Ad Creatives
- Short-Form Video Editing
- Captions, Transitions & Visual Effects

## ● Meta Ads Management

- Facebook & Instagram Ads
- Lead Generation Campaigns
- Audience Research & Targeting
- Retargeting & Campaign Optimization

## ● Graphic Design & Creative Branding

- Social Media Creatives & Ad Banners
- Logo Design & Brand Identity
- Promotional Posters & Marketing Materials
- Visual Content for Digital Campaigns

## ● Website Development & SEO

- WordPress Website Support
- Basic On-Page SEO
- Keyword Research & Competitor Analysis
- E-Commerce Website & Visual Optimization

# Work Experience

**Client:** Catilda

**Country:** Canada

**Services Provided:** Social media management



## Client Testimonials

**Anikesh** I'm extremely happy with the results! The experience was smooth, and the quality of work exceeded my expectations. I'll definitely be working with Anikesh again!



# Work Experience

**Client:** Alleyezonbri

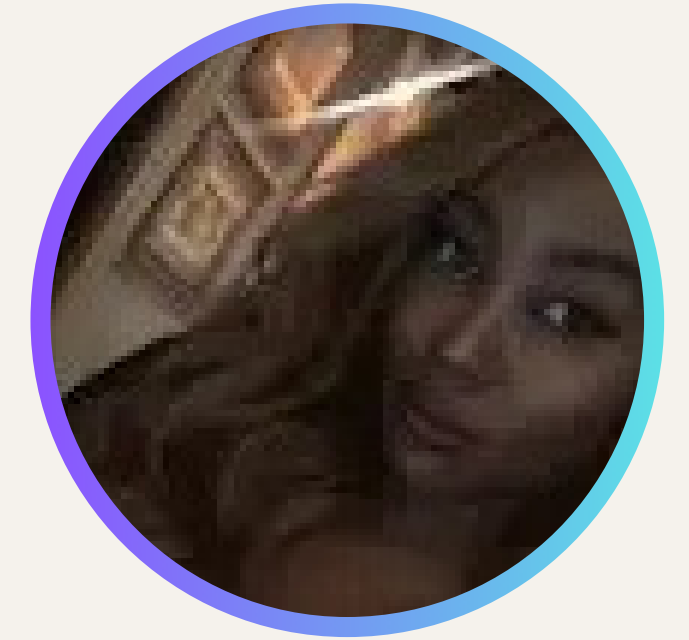
**Country:** USA

**Services Provided:** Social media Management and content creation.



## Client Testimonials

Highly professional, reliable, and easy to work with. He delivered exactly as promised, and I'm very satisfied with the overall experience. I would definitely recommend working with him!



# Work Experience

**Client:** CG Dev Animation

**Country:** India

**Services Provided:** Google My Business and SEO



## Client Testimonials

**Anikesh** took the responsibility to publish my website to Google business. he is excellent and dedicated in his work I will hire him again.



# Work Experience

**Client:** Sabeer

**Country:** USA

**Services Provided:** Social Media Optimisation and Paid Campaigns.



## Client Testimonials

Delivered exactly as promised and did a great job. Very professional, reliable, and communicative throughout the process. It was a smooth and positive experience, and I would definitely recommend working with him!



## International Event Experience

### Global Leaders Awards | Malaysia | November 2025

Represented Bizox Media Network in Malaysia and managed end-to-end on-ground support for the **Global Leaders Awards**. Responsibilities included coordinating event-related activities, supporting logistics, facilitating communication among relevant stakeholders, and addressing on-site operational requirements to help ensure smooth event execution.

This experience strengthened my organizational, communication, coordination, and problem-solving skills while providing valuable exposure to international event operations.



# Why Choose Me?

- **Proven Expertise:** With 5+ years of experience, I've helped businesses across various industries build strong social media presences and achieve measurable results.
- **Personalized Solutions:** I design strategies that reflect your unique brand and business goals, ensuring every solution is tailored to your needs.
- **Results-Oriented Approach:** My focus is on delivering real, sustainable growth and engagement that lead to long-term success.

# Let's Connect

Take your social media presence to the next level.

**Contact me** today to discuss how we can create a winning strategy for your business!



**Contact no:** +91 9756375048



**Email Address:** [anikeshdigital74@gmail.com](mailto:anikeshdigital74@gmail.com)



**Address:** Delhi, India

