

SAMEER SANKHLA

Digital Marketing Intern | Performance Marketing | SEO & SEM

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PROFILE

Aspiring digital marketer with hands-on exposure to paid advertising, SEO, content creation, website management and analytics. I have supported real-world marketing work at Endlabs and practiced Meta Ads and Google Ads through training. I enjoy combining creative work with data to understand what performs and improve campaigns.

EXPERIENCE

Endlabs • Content & Performance Marketer

- Supported and ran paid advertising campaigns.
- Created LinkedIn posts, marketing creatives and visual content.
- Worked across content and performance marketing activities and campaign execution.

AIESEC in Indore — Campus Ambassador

- Represented AIESEC on campus and supported student awareness and outreach.

AIESEC — OGX Team Member

- Supported outreach, communication and engagement activities within the Outgoing Global Exchange team.

PROJECTS & PRACTICAL EXPERIENCE

SEO Report Project — Conducted keyword research, SEO analysis and identified on-page optimization opportunities.

Personal Portfolio Website — Ongoing — Building a Performance & Growth Marketing portfolio using WordPress and applying SEO and digital marketing concepts.

Paid Advertising Training — Created practice campaigns in Meta Ads and Google Ads, including campaign setup, targeting, creatives and performance analysis.

SKILLS

SEO & SEM	Keyword Research • On-Page SEO • SEO Reporting • Search Intent
Paid Ads	Meta Ads • Google Ads • Campaign Setup • Performance Analysis
Analytics	Google Analytics • Google Search Console • Google Tag Manager
Web & Content	WordPress • Content Writing • Social Media • Creative Development
Tools	Microsoft Excel • Digital Campaign Execution • Optimization

CERTIFICATIONS

Performance Marketing Certification • HubSpot Inbound Marketing Certification • Digital Marketing Bootcamp

CORE STRENGTHS

Analytical mindset • Fast learner • Creative problem solving • Experimentation • Communication • Teamwork