

Siddharth Kumar

Noida, Uttar Pradesh, India | +91 6202969798 | siddharthk1500@gmail.com
[Creative Portfolio](#) | [LinkedIn](#) | [GitHub](#) | [Medium](#)

PROFESSIONAL SUMMARY

B.Tech IT graduate with 1.5 years of practical experience driving SEO content strategy, GEO, AEO, and digital community growth. Founded and grew a university Instagram platform from scratch to 2,500+ organic followers and over 4.5 Million impressions. Published lead author of two peer-reviewed research papers. Experienced in producing high-intent SERP blogs for US consumer markets, drafting B2B industrial copy (M-Steels, dye industry), and running data-backed A/B campaigns that lifted conversions by 25%.

SOCIAL MEDIA & CONTENT WRITING SKILLS

- **Search & AI Optimization:** SEO, AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), Google SERP Features, Organic Keyword Strategy
- **Content Strategy & Copywriting:** US Market SERP Blogs, B2B Industrial Copywriting (M-Steels, Dye Industry), Instagram & LinkedIn Carousels, Short-Form Scripts
- **Analytics & Software Tools:** Meta Business Suite, Google Analytics, Ahrefs, SEMrush, Power BI, Advanced Excel, SQL, Canva, CapCut

SOCIAL MEDIA & CONTENT WRITING EXPERIENCE

BrightRays

Digital Growth & Content Systems Intern

Noida, India

Aug 2026 – Sep 2026

- Authored high-intent, SEO-optimized SERP blogs tailored for US consumer markets, structured for Google snippet placements and AI answer engines.
- Streamlined automated content publishing workflows to boost organic search traffic and audience page duration.

Jumpy Jargons Private Limited

SEO Content & Copywriting Intern

Remote

Jun 2025 – Jul 2025

- Produced B2B technical articles and social media carousel posts for industrial clients, including M-Steels and the textile dye industry.
- Researched niche B2B search intent, writing SEO articles and LinkedIn carousel copy structured for high search visibility and commercial lead generation.

Top Talent Bridge LLP

Marketing Content & Analytics Intern

Gurugram, India

Feb 2026 – Apr 2026

- Scripted short-form video reels and drafted educational marketing copy targeted at driving user sign-ups through organic search and social channels.
- Monitored conversion funnels using SQL and Power BI to refine brand messaging and lower customer acquisition friction.

Mindenious & CollegePur

Social Media & Content Marketing Intern

Bengaluru, India

Jul 2025 – Aug 2025

- Planned monthly content calendars and organized digital campaigns designed to boost brand authority and organic reach.
- Analyzed audience behavior and post engagement rates to refine content strategy and increase overall click-through rates.

PEER-REVIEWED RESEARCH PUBLICATIONS

“Digital Payment Behaviour in Noida and Greater Noida: An Exploratory Study”

Sep 2026

Lead Author – Published in *International Journal for Research Trends and Innovation (IJRTI)*, Vol. 11, Issue 9 (ISSN: 2456-3315)

- Conducted primary empirical survey research analyzing consumer payment adoption, trust dynamics, and merchant usage patterns across Delhi-NCR.

“A Machine Learning Approach to Classifying Stress Levels”

May 2026

Lead Author – Presented at *AIS2C2 2025 (Dec 2025)*, Published in *Journal of Innovation in Computer Science (JICS)*

- Analyzed empirical survey data, evaluated four classification algorithms in Python, and published structured research findings.

LEADERSHIP & COMMUNITY GROWTH

GBU Community Platform – Founder & Community Manager

Aug 2022 – May 2026

- Founded and scaled a university Instagram channel to 2,500+ followers and 4.5M+ total organic reach using targeted content strategy.

Smart India Hackathon – Head of Public Relations & Media

Jul 2025 – Sep 2025

- Managed a 10-person media team producing visual content and PR, boosting social media mentions by 45% for 1,000+ attendees.

Google Developer Student Clubs (GDSC) – Marketing & Management Lead

Jul 2024 – Jul 2025

- Executed A/B tests on campaign messaging across a 500+ student network, improving event registration completion rates by 25%.

EDUCATION & CERTIFICATIONS

Gautam Buddha University

Bachelor of Technology (B.Tech) in Information Technology

Greater Noida, India

Sep 2022 – May 2026

- Received a Letter of Recommendation (LOR) for academic research contributions and campus leadership.

Certifications: McKinsey Forward Program (2025) | GenAI-Powered Data Analysis (Tata Group) | Deloitte Analytics | Office Master Power BI