

AMAN KUMAR

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PROFILE SUMMARY

Enthusiastic and detail oriented individual seeking to apply technical and analytical skills to real world projects. Hands on experience as a Data Analyst and Social Media Marketing intern, working with databases, campaign optimization, and data driven decision making. Skilled in C/C++, Python, Java, SQL, HTML, CSS, and Advanced Excel, with practical exposure to digital marketing, including social media management, content creation, and marketing campaigns. Strong problem solving abilities with a keen interest in data analytics, technology, and business growth.

EDUCATION

Galgotias University, Noida	2024 – Present
Bachelor of Computer Applications (BCA), Industry Oriented Specialization in Artificial Intelligence & Machine Learning	
BSEB (Bihar School Examination Board), Patna	2021 – 2023
Intermediate	
BBOSE	2020
Matriculation	

INTERNSHIP & WORK EXPERIENCE

Neato Select Pvt. Ltd., Gurugram	March 2026 – June 2026
<i>Product and Technology Intern</i>	
- Assisted in coordinating app development with external developers and agencies, and supported feature testing before each launch. - Helped manage the admin panel, backend database, and in app content under senior team guidance. - Supported integration of third party APIs, including payment gateways, SMS, WhatsApp, and Maps. - Reported and tracked bugs, and assisted in monitoring app analytics and performance metrics. - Contributed to user onboarding support and helped prepare technical documentation for app features.	
Student Data Provider, Noida	March 2023 – December 2023
<i>Social Media Marketing Intern</i>	
- Ran ad campaigns for educational institutes and developed sales driven marketing strategies. - Managed and analyzed student exam databases to support business operations and improve performance. - Created a website and provided backend support for the organization. - Handled social media activities to enhance engagement and overall marketing effectiveness.	
Political Advertisement Group, Patna	September 2022 – December 2022
<i>Data Analyst Intern</i>	
- Managed and organized voter databases to support ongoing campaign activities. - Assisted in executing targeted ad campaigns for political leaders, improving outreach through data driven marketing strategies. - Supported election strategies through effective audience targeting and analysis.	

SKILLS & COMPETENCIES

Programming & Development: Java, C, C++, Python, SQL, HTML, CSS, Oracle Database, Data Structures & Algorithms (DSA), Web Development, Web Design, WordPress, Graphic Design

Data & Analysis: Data Analysis, Statistical Data Analysis, Microsoft Excel (Advanced Excel), Mobile Device Management

Digital Marketing: Digital Marketing, Online Marketing, Marketing Strategy, Marketing Campaigns, Social Media Marketing, Social Media Advertising, Social Media Consulting, Content Creation, Content Writing, Search Engine Optimization (SEO), Google Ads, Facebook Ads, Facebook Ads Manager, Advertising, Sales and Marketing, Public Relations

Mobile Technology: Mobile Device Management, Mobile Communications

Management & Soft Skills: Project Management, Team Leadership, Management, Multitasking

Languages: Hindi (Native), Maithili (Native), English (Professional)

CERTIFICATIONS

Mobile Device Management Analyst <i>MSDE Skill India</i> Skills: Mobile Device Management, Project Management, and related competencies	Issued July 2026
Advanced Excel <i>GreyLearn</i> Skills: Microsoft Excel	Issued June 2026
C++ Programming <i>GreyLearn</i> Skills: C++	Issued June 2026
Oracle Certified Expert Database SQL <i>Oracle</i> Skills: Statistical Data Analysis	Issued May 2025