

# VAGHELA HARDIKKUMAR

Aspiring Digital Marketer | Social Media | Content Creation | Brand Growth

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## PROFESSIONAL SUMMARY

Digital marketing enthusiast pursuing an MBA in Marketing from Gujarat Technological University (GTU), with hands-on experience managing social media at HAVI.CO. Specializes in content creation, performance analytics, and brand engagement across platforms. As an NCC Senior Under Officer, has built strong leadership and team coordination skills complementing a versatile marketing toolkit. Currently open to full-time or part-time roles in Digital Marketing, Social Media, or Content Writing — on-site or remote across Gujarat.

## EXPERIENCE

### Social Media Manager

2025

HAVI.CO · Internship

Bhavnagar, On-site

- Managed social media accounts to improve brand visibility and audience engagement
- Created and scheduled posts, captions, and visual creatives across platforms
- Analyzed performance metrics — reach, impressions, and engagement — to optimize content
- Supported digital campaign planning and execution aligned with brand goals

## EDUCATION

### Master of Business Administration (MBA) — Marketing

2024 – 2026

Gujarat Technological University (GTU) | CGPA: 8.40

### Bachelor of Commerce (BCom) — Accounting

Jun 2020 – Jun 2023

Saurashtra University, Rajkot

## PROJECTS

### A Comparative Study on Consumer Preference towards Human-Created and AI-Generated Instagram Ads

Associated with GTU | Feb 2026 – Apr 2026

- Analyzed consumer perception of AI-generated vs. human-created Instagram advertisements
- Designed surveys to evaluate engagement, trust, and creativity factors across target audiences
- Presented data-driven insights on the effectiveness and limitations of AI in digital advertising

## Impact of Social Media Marketing on Brand Awareness — HAVI.CO, Bhavnagar

Associated with GTU | Jun 2025 – Nov 2025

- Conducted analysis on the role of social media in increasing brand awareness for a local business
- Collected and analyzed survey data to measure campaign effectiveness and audience recall
- Identified key drivers of engagement, reach, and brand recall using statistical methods
- Recommended data-backed strategies to improve overall digital marketing performance

## CERTIFICATIONS & LICENSES

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### Google Ads Search Certification

Apr 2026 – Apr 2027

Skillshop (Google) | Credential ID: 180164527

### PL-300T00: Design and Manage Analytics Solutions Using Power BI

Apr 2026

Microsoft

## SKILLS

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**Marketing & Digital:** Digital Marketing · Social Media Marketing · Content Creation · Instagram Marketing · Advertising · Marketing Strategy

**Tools & Analytics:** Canva · CapCut / VN · MS Excel · Power BI · ChatGPT · Google Gemini

**Soft Skills:** Communication · Leadership · Project Management · Research · Writing · Teamwork

## HONORS & AWARDS

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### Gold Medal — All India Thal Sainik Camp (TSC) 2022

Director General, National Cadet Corps | September 2022

- Won Gold in Judge Distance (JD) and Field Signal (FS) events at one of NCC's most competitive national-level competitions
- Demonstrated tactical distance estimation, military communication signaling, teamwork, and excellence under competitive pressure

### 1st Place — District-Level Wrestling Competition

### 1st Prize — Smoking Awareness Drawing Competition

**NCC Senior Under Officer (SUO) & NSS Volunteer (2 Years) — Active community service including Kala Yatra, Bhavnagar**

## LANGUAGES

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**Gujarati** (Native) | **English** (Professional Working Proficiency) | **Hindi** (Professional Working Proficiency)

*I hereby declare that the information provided is true and correct to the best of my knowledge.*

— Hardik Vaghela