

Vishant Grewal

Rohtak, Haryana, India
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PROFESSIONAL SUMMARY

MBA student and Digital Marketing Intern with a strong foundation in SEO, PPC, and content strategy. Experienced in blending analytical rigor with creative marketing campaigns to drive engagement and brand visibility. Founder of *vishatseo.com*, a live portfolio demonstrating hands-on technical SEO and content optimization skills. Passionate about AI, cybersecurity, and data-driven decision-making.

EDUCATION

Maharshi Dayanand University (MDU) Rohtak, India
Master of Business Administration (MBA), Marketing July 2024 – June 2026

Maharshi Dayanand University (MDU) Rohtak, India
Bachelor of Business Administration (BBA) 2021 – 2024

EXPERIENCE

Schola India
Marketing Intern Feb 2026 – Present

- Contribute to marketing team efforts to enhance brand visibility and drive audience engagement.
- Apply theoretical marketing knowledge to real-world challenges, managing campaigns and conducting market research.
- Utilize SEO, PPC, and content strategies to craft campaigns that connect effectively with the target audience.

PROJECTS

Live SEO Portfolio & Personal Website vishantseo.com

- Designed and launched a personal website to demonstrate practical application of SEO and digital marketing strategies.
- Implement on-page and off-page SEO techniques to improve organic search visibility and ranking.
- Utilize analytics tools to monitor traffic, optimize site performance, and refine content strategy based on real user data.

CERTIFICATIONS & JOB SIMULATIONS

- **Deloitte Australia Cyber Job Simulation (Forage):** Gained functional understanding of computer networking, web application security, and log analysis.
- **Tata Data Visualisation Job Simulation:** Completed practical tasks focused on empowering business decisions with effective insights.
- **Fundamentals of Digital Marketing:** Acquired core competencies in the digital marketing landscape.

SKILLS

- **Digital Marketing:** SEO, PPC, Email Marketing, Content Strategy, Brand Visibility.
- **Technical & Tools:** Data-driven Decision Making, AI Applications, Microsoft Office Suite.
- **Cybersecurity Awareness:** Network Security, Web Application Security, Log Analysis.
- **Soft Skills:** Analytical Capability, Public Speaking, Adaptability, Problem Solving.