



LALIT KARAKOTI

Web Developer, Graphic Designer & Digital Marketing Specialist,
updated with AI

In my point of view excellent knowledge is equal to experienced knowledge

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 karakoti.lalit100@gmail.com

 lalitkarakoti.tech

 D-505, Oxy Homez Society,
Bhopura, G.Z.B, U.P. 201102

Education

2008
Suneja Ganga Public School
10th Passed from C.B.S.E Board

2011
Suneja Ganga Public School
12th Passed from C.B.S.E Board

Professional Education

2016-2019
Kuvempu University
B.SC IT

2011-2015
NIIT
GNIIT - Software Engineering

Skillset

- Web Development
- Graphic Designing
- Digital Marketing
- SEO, Social Media Ads.
- Facebook Meta, Pixel
- Google Analytics
- Wordpress, Canva,
- Photoshop, Illustrator
- Expert knowledge in working with AI Tools like ChatGPT, Claude AI, Gemini etc. & more ..

CAREER OBJECTIVE

Seeking responsible assignments in career where the demands challenging efforts and endless touch of innovative talents. I believe in constant hard work by way of offering my best to the organization

RESUME SUMMARY

- Responsible for requirement analysis and making understand the requirements to other team members.
- Typing speed up to 60+ wpm.
- Working Environment : Windows & Linux
- I always love to learn new things in any environment.
- I always in a way to learn new things, which never ends.
- Positive attitude, leadership quality & good personal skills.
- Self motivated, task oriented & can work effectively in team, as well as individually.
- Avoid spoon feeding & dependency.



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- **Graphic Designing**
Photoshop, Illustrator, Canva
- **UI Designing**
Web & Mob. App Designing, Adobe XD, Axure, Figma
- **Website Development**
HTML5, CSS3, Javascript, Bootstrap
- **CMS Development**
Wordpress, Joomla, Drupal
- **Office Tools**
Word, PowerPoint, Excel
- **Digital Marketing**
Search Engine Optimization, Social Media, Google Ads,
Marketing, Google Analytics, Google Search Console
- **E-Commerce**
Dropshipping, Shopify Website Management,
Klaviyo, CJ Dropshipping, Spocket, Tradelle,
Indiamart, Flipkart, Amazon, Meesho, Myntra
- **Miscellaenous**
Designing.: Icons, Vector Shapes, Social Media Banners &
Post, AI Post, Brochures, Flyers, Business Cards, Logo,
Infographics



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Insight knowledge in Digital Marketing with AI

- **Generative AI for Marketing**
Using AI tools for content creation, campaign ideation, research, and creative development.
- **Social Media Strategy**
Building platform-specific strategies, content calendars, campaigns, and audience engagement plans.
- **Digital Marketing Research**
Conducting market, audience, competitor, keyword, and industry research for actionable insights.
- **AI-Assisted Content Strategy**
Leveraging AI for content ideation, copywriting, repurposing, and campaign planning.
- **SEO & Content Marketing**
Developing keyword-driven content strategies and optimizing content for organic visibility.
- **Performance Marketing**
Planning, managing, and optimizing paid campaigns across Meta, Google, and digital platforms.
- **Competitor Analysis**
Analyzing competitor strategies, campaigns, content, positioning, and digital presence.
- **Audience Research**
Identifying customer behavior, interests, pain points, and content preferences.
- **Lead Generation**
Developing digital strategies to attract, nurture, and convert qualified prospects.
- **Marketing Analytics**
Tracking KPIs, campaign performance, traffic, engagement, leads, and conversion metrics.
- **Creative Campaign Development**
Creating campaign concepts, hooks, CTAs, storytelling ideas, and promotional strategies.
- **Marketing Automation**
Using AI and automation tools to streamline content, research, reporting, and repetitive marketing tasks.



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WORK EXPERIENCE

- **Freelancing**
Jan 2014 to Oct 2015
Web & Graphic Designer
- **SNVA Ventures**
28th Dec 2015 to 15th Sept 2016
UI Designer & UI Developer
- **Training Infotech**
1st Nov 2018 to 30st May 2021
UI Designer & UI Developer
- **Chembio Lifesciences Pvt. L.t.d.**
13th Sept. 2021 to 10th April 2022
Web Designer & Digital Marketing Executive
- **Arogyashri Herbal Care India Pvt Ltd**
1st June 2022 to 25th July 2026
E-Commerce & Digital Marketing Analyst

Personal Details

Father's Name	Mr. Madan Singh Karakoti
Date of Birth	16thSeptember1993
Nationality	Indian
Gender	Gender
Linguistic Abilities	English & Hindi
Hobbies	Tech Geek, Poetry & Song Writing

Declaration

I hereby clear that information given above is true to best of my
knowledge and belief.