

KRISHNA Mittal

DIGITAL MARKETER & AI AUTOMATION BUILDER

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PROFESSIONAL SUMMARY

Digital Marketer and AI-focused builder with hands-on experience in SEO, SEM/PPC fundamentals, keyword research, competitor analysis, and content strategy, combined with a growing focus on directing AI tools to build working business-automation tools. Independently built and optimised a live commercial website — implementing technical SEO and using Google Search Console and Google Analytics 4 to guide strategy — and directed the AI-assisted development of an ERP-style tool for hardware businesses and a scheduled LinkedIn content-automation system, built by prompting and iterating with ChatGPT rather than traditional coding. Looking to bring this hands-on, dual-track foundation in digital marketing and AI-directed building to an entry-level Digital Marketing, SEO/SEM, or AI Automation role.

PROJECTS

Website Design & Development —Supremeclasp.com

Self-Initiated | 2025

- Built and launched a fully functional commercial website end-to-end, independently handling technical development and content strategy.
- Conducted keyword research and competitor analysis to guide on-page SEO, and implemented technical SEO fundamentals (meta tags, schema markup, site-speed optimisation).
- Used Google Search Console and Google Analytics 4 to monitor performance and guide ongoing strategy. Organic traffic and keyword ranking impact

SupremeOS AI — AI-Assisted ERP Tool

Self-Initiated | 2026

- Designed an AI-assisted ERP-style tool modelled on real hardware-business processes, covering inventory, purchases, sales, job work, and payroll.
- Directed the build of a natural-language AI assistant capable of executing these operations through conversational commands, using ChatGPT rather than traditional coding.
- Directed iterative testing, debugging, and refinement cycles with AI tools to move the system from concept to a working prototype.

AI LinkedIn Automation

Self-Initiated | 2026

- Designed and directed the build of a scheduled content-automation tool, developed in JavaScript and PowerShell with ChatGPT's assistance.
- Automated end-to-end content generation — post copy, a relevant image, and hashtags — for consistent daily publishing without manual input.
- Tested and debugged the automation workflow iteratively, resolving errors through structured AI-assisted prompting.

Digital Marketing Strategy

Academic / Self-Initiated | 2025

- Planned and executed SEO campaigns targeting improved keyword rankings and domain authority.
- Managed and optimised paid social advertising campaigns via Meta Business Suite, informed by audience research into online consumer behaviour.

Social Media Handling — GFDW & GDMC

Self-Initiated | 2025

- Managed day-to-day social media accounts for GFDW and GDMC, planning and posting content to build consistent audience engagement.
- Created and scheduled platform-specific content, adapting tone and format to suit each page's audience.

EDUCATION

Bachelor of Commerce (B.Com)
• Aligarh Muslim University, Aligarh | 2025–2028 (Pursuing)

Diploma in Digital Marketing
• Asian Academy of Film & Television, Noida | Sep 2025– Aug 2026

CORE SKILLS

- Search Engine Optimisation (SEO)
 - Search Engine Marketing (SEM) & PPC Fundamentals
 - Keyword Research & Competitor Analysis
 - Content Strategy & Optimisation
- AI-Assisted Development
 - Prompt Engineering
 - Workflow Design
 - Problem-Solving

TECHNICAL TOOLS

- Google Analytics 4
 - Google Search Console
 - Google Keyword Planner
 - Google Ads
- Meta Business Suite
 - WordPress
 - Canva / Adobe Express
 - ChatGPT