ANKUSH RAJ

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PROFILE SUMMARY

- Strong foundation in **Electrical and Electronics Engineering (EEE)**, with expertise in **power distribution**, **circuit analysis**, and **fault detection**.
- Experienced in **troubleshooting**, **performance analysis**, and **preventive maintenance** to ensure efficient system operations and reduce downtime.
- Detail-oriented with excellent **analytical** and **problem-solving skills**, focused on improving system reliability and optimizing overall performance in **electrical systems.**
- Skilled in **HTML**, **CSS**, **JavaScript**, **Core Java**, and **SQL**, with the ability to contribute to **system reporting**, **data analysis**, and **process improvement** through **software solutions**.

TRANNING & INTERNSHIP

- **Java Full Stack Development – QSpiders/JSpiders, Noida**   **Aug 2024- Present**
  - Gained hands-on experience in Core Java, SQL, HTML, CSS, JavaScript.
  - Acquired strong problem-solving skills and knowledge of Object-Oriented Programming (OOP).

- **Transmission Line, BSPTCL, Gaya**   **May 2023- June 2023**
  - Gained hands-on experience with electrical equipment, including transformers, switchgear, and surge arresters.
  - Developed practical knowledge of energy distribution systems and electrical hazard prevention protocols.
  - learned about how to operate & distribute electrical energy using transformers, how to prevent electrical hazards by the uses of Switching Gears, Lightning/Surge Arresters and Circuit Breakers etc.

PROJECTS

- **Three Phase Line Fault Detector**
  - **Technologies Used:** *Temperature Sensor, Double channels Relay Module, Adaptor, AC Bulb, Alarm etc.*
  - **Description:** Designed and implemented a fault detection system for a three-phase electrical supply using temperature sensors to monitor overheating and relay modules to control connected devices. The system detects faults such as line-to-line and line-to-ground faults and activates an alarm while cutting off the AC bulb to prevent damage or hazards. Integrated an alarm system and relay-based safety features to ensure automatic response during fault conditions, enhancing safety and reliability of the electrical system.

- **Laser Based Security Alaram System**
  - **Technologies Used:** *LDR, LASER, LED, NPN Transistor, Alarm etc.*
  - **Description:** The Laser & LDR system is highly sensitive with a great range of working. The system senses the light emitted by the Laser falling over the LDR connected with the circuit. Whenever the beam of light is interrupted by any means, it triggers the alarm or siren. This highly reactive approach has low computational requirement; therefore, it is well suited to surveillance, industrial application and smart environments.

- **IT Services Provider Website | NTS Website Link**
  - **Technologies & Concepts Used:** *HTML, CSS, JavaScript Concepts like event handling, DOM manipulation, PHP, SMTP Integration etc.*
  - **Description:** Works flawlessly on mobile, tablet, and desktop devices. Sends inquiries directly to the company's email using SMTP integration. Includes Services, Portfolio, Team, Career, and FAQ sections to provide comprehensive business information. Designed with Bootstrap for a clean and user-friendly interface.

TECHNICAL SKILLS

- **Essentials**: Electrical & Electronics, Hardware & Software Troubleshoots
- **Programming Languages**: HTML, CSS, JavaScript, SQL, Java
- **Tools & Equipment's**: Circuit Breaker, Relay, Vs Code, Ms Office

EDUCATIONS

B.Tech in Electrical and Electronics Engineering, SherShah Engineering College, Sasaram **(2024)**	**CGPA: 7.7**
Class XII, Mahavir College, Gaya **(2019)**	**Percentage: 74**
Class X, Mahavir College, Gaya **(2017)**	**Percentage: 80**

ACHIEVEMENTS/ CERTIFICATE

- Awarded **National Cum Merit Scholarship** during schooling.
- Received the **Cybersecurity Administrator** Title from **Cisco**.   **Certificate Link**
- Certification from **NIIT Foundation** in **Digital Productivity**.   **Certificate Link**
- Certification from **NPTEL** in **Soft Skill** & **Personality**.   **Certificate Link**
- Internship from **BSPTCL** in **Electrical** & **Electronics**.   **Certificate Link**

ANKUSH RAJ

SOFTWARE DEVELOPER

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PROFILE SUMMARY

- Proficient in **HTML**, **CSS**, **JavaScript** and **ReactJS**, with experience in creating responsive and interactive web interfaces.
- Strong understanding of **Core Java (OOP concepts)**, including **Abstraction**, **Polymorphism**, **Inheritance**, and **Encapsulation**, along with practical knowledge of **SQL** for performing **DDL**, **DML**, and **DQL** operations.
- Skilled in **frontend development** and **database integration**, with the ability to **debug code**, optimize **application performance**, and perform **CRUD operations** on **RDBMS**.

TRANNING & INTERNSHIP

- **Java Full Stack Development – QSpiders/JSpiders, Noida**   **Aug 2024- Present**
  - Gained hands-on experience in Core Java, SQL, HTML, CSS, JavaScript, and ReactJS.
  - Developed multiple projects focusing on backend development, frontend design, and database management.
  - Acquired strong problem-solving skills and knowledge of Object-Oriented Programming (OOP).

- **Transmission Line, BSPTCL, Gaya**   **May 2023- June 2023**
  - Gained hands-on experience with electrical equipment, including transformers, switchgear, and surge arresters.
  - Developed practical knowledge of energy distribution systems and electrical hazard prevention protocols.

- **Cybersecurity Essentials Virtual Internship, Cisco Networking Academy**   **May 2022- June 2022**
  - Gained an understanding of network security controls, including securing servers, applications, and data confidentiality.
  - Learned to identify and mitigate cybersecurity threats by implementing best practices in policy compliance and risk management.
  - Developed critical thinking and problem-solving skills using real-world scenarios with tools like Cisco Packet Tracer.

PROJECTS

- **Shape Selector and Calculator | GitHub Code**
  - **Technologies & Concepts Used:** *Java concepts such as class, Object, Constructor, Inheritance, Polymorphism, Upcasting, Method Overriding, HAS-A Relationship, Interface etc.*
  - **Description:** I designed and implemented an engaging educational game tailored for students in classes 6 to 12th, aimed at enhancing their understanding of 2D and 3D shapes. The game features a user interface where students can interact with various shapes by clicking on them. It uses object-oriented programming principles, I incorporated key concepts such as has-a-relationship, method overriding, method overloading, constructor overriding, inheritance, and upcasting to create a robust and extensible codebase.

- **IT Services Provider Website | NTS Website Link**
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- **Three Phase Line Fault Detector**
  - **Technologies Used:** *Temperature Sensor, Relay Module, Adaptor, AC Bulb, Alarm etc.*
  - **Description:** Designed and implemented a fault detection system for a three-phase electrical supply using temperature sensors to monitor overheating and relay modules to control connected devices. The system detects faults such as line-to-line and line-to-ground faults and activates an alarm while cutting off the AC bulb to prevent damage or hazards. Integrated an alarm system and relay-based safety features to ensure automatic response during fault conditions, enhancing safety and reliability of the electrical system.

TECHNICAL SKILLS

- **Programming Languages**: HTML, CSS, JavaScript, SQL (DQL, DDL, DML), Java (Abstraction, Polymorphism, Inheritance, Encapsulation, Exception Handling), PHP(SMTP)
- **Frameworks & Library**: ReactJS, Bootstrap, Tailwind
- **UI/UX & Other Tools**: Figma, Adobe XD, Photoshop, Git & GitHub, Vs Code, Eclipse

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PROFILE SUMMARY

- Proficient in **content creation**, including designing **banners**, creating **videos**, and developing engaging **social media content** to boost audience engagement.
- Skilled in **SEO strategies** to improve **website ranking**, drive **organic traffic**, and enhance **online visibility**.
- Experienced in managing **social media accounts**, creating **content calendars**, and implementing **targeted engagement strategies** across platforms.
- Expertise in running and optimizing **Meta Ads** and **Google Ads campaigns** to maximize **ROI** and achieve **conversion goals**.

WORK EXPERIENCE

- **SEO Executive, Bright Rays, Noida**   **May 2025 - Present**
  - Performed keyword research using tools like Ahrefs and Semrush.
  - Optimized website content to enhance visibility and improve search engine rankings.
  - Executed technical SEO practices to boost site loading speed and maintain structured content using WordPress plugins.
  - Sourced expired domains for backlink opportunities and redesigned websites using WordPress to support SEO goals.

- **Digital Marketing Executive, RNPM Global Trading Co., Ghaziabad | Work Link**   **On Site - Jan 2025 – April 2025**
  - Designed creatives, videos, and catalogues using Canva to enhance brand engagement.
  - Managed and optimized Meta Ads and Google Ads campaigns for maximum ROI.
  - Implemented Website SEO Optimizations to improve search engine visibility and performance.
  - Analysed campaign performance using Google Analytics and made data-driven decisions for continuous improvement.

- **Social Media Manager & Content Creator, KBPL, Noida | Work Link**   **Freelancer Role - Oct 2024- Dec 2024**
  - Created and optimized the company's Google Business Profile, improving local SEO rankings and driving more leads through search queries.
  - Designed banners, posters, and video content and posted them on social media to enhance brand awareness.

PROJECTS

- **Contents – Videos & Banners | Drive Link**
  - **Technologies & Concepts Used:** *Canva, Adobe Photoshop, Adobe Premier Pro, HeyGen AI, Chat Gpt etc.*
  - **Description:** Designed banners, posters, and video content for promotional campaigns, leveraging AI tools to streamline content creation and boost video production quality.

- **IT Services Provider Website | NTS Website Link**
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  - **Description:** Works flawlessly on mobile, tablet, and desktop devices. Sends inquiries directly to the company's email using SMTP integration. Includes Services, Portfolio, Team, Career, and FAQ sections to provide comprehensive business information. Designed with Bootstrap for a clean and user-friendly interface.

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SKILLS

- **Marketing & Analytics:** SEO (On-Page, Off-Page, Technical), Google Ads, Meta Ads, GMB Ads, Google Search Console, Google Analytics, Google Tag Manager.
- **Content Creation & Design**: Canva, ChatGPT, Claude, Copy.ai, Ahrefs AI Text Humanizer.
- **Tools & Technologies**: Ahrefs, SEMrush, Google Keyword Planner, WordPress.
- **Programming Languages**: HTML, CSS, JavaScript, SQL, Java, PHP.

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PROFILE SUMMARY

- Proficient **SEO Specialist** with strong proficiency in **Keyword Research**, **On-Page**, **Off-Page** and **Technical SEO**.
- Expertise in **SEO audits, CTR optimization**, **structured data/schema**, and **mobile-first SEO strategies**.
- Familiar with **CRM websites** builders like **WordPress** and **Wix**, managing SEO using plugins like **Yoast SEO**, **Wix SEO** tools.
- Strong command of SEO fundamentals as per **Moz guidelines**, including **improving crawlability, SERP rankings** etc.

TRAINING & WORK EXPERIENCE

- **SEO Executive, Bright Rays, Noida**   **On Site - May 2025 - Present**
  - Performed keyword research using tools like Ahrefs and Semrush.
  - Optimized website content to enhance visibility and improve search engine rankings.
  - Executed technical SEO practices to boost site loading speed and maintain structured content using WordPress plugins.
  - Sourced expired domains for backlink opportunities and redesigned websites using WordPress (Elementor) to support SEO goals.

- **SEO & Digital Marketing Executive, RNPM Global Trading Co., Ghaziabad | Work Link**   **On Site - Jan 2025 - April**
  - Conducted thorough keyword research and SEO audits.
  - Managed and optimized Meta Ads and Google Ads campaigns for maximum ROI.
  - Sometimes designed creatives, videos, and catalogues using Canva to enhance brand engagement.
  - Used Google Analytics, Search Console and Tag Manager, Meta Ads Manager to track, measure, and optimize SEO performance.

- **Web Intern - QSpiders/JSpiders, Noida**   **Aug 2024- Jan 2025**
  - Gained hands-on experience HTML, CSS, JavaScript.
  - Acquired strong problem-solving skills and knowledge of SEO technical audits and Website optimizations.

PROJECTS

- **Jindal Tiles Website SEO Optimization | Drive Link**
  - **Tools Used:** *Wix Website Builder, wixSEO optimizer, SEMrush, Ubersuggest, Google Keyword Planner, Google Analytics, Google Search Console, PageSpeed Insights, Moz, Google Business Profile, Google Ads, Meta Ads & others third-party tools etc.*
  - **Result:** Achieved complete on-page and off-page SEO, improved crawlability, site speed optimized, better URL structure, Backlink Building, Blogs and Content Optimized and Social Media Marketing etc. Completed 99% SEO optimization for Jindal Tiles website.

- **Law Chambers of Mridul Jindal Website SEO Optimization | Drive Link**
  - **Tools Used:** *Elementor Wordpress Website Builder, Yoast Seo, SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner, Google Analytics, Google Search Console, Google Tag Manager, PageSpeed Insights, Moz, Google Business Profile & others third-party tools etc.*
  - **Result:** Achieved complete on-page SEO, improved crawlability, site speed optimization, structured data implementation, and better CTR. Completed 79% SEO optimization for Law Chambers of Mridul Jindal Website.

- **IT Services Provider Website | NTS Website Link**
  - **Technologies & Concepts Used:** *HTML, CSS, JavaScript Concepts like event handling, DOM manipulation, PHP, SMTP Integration etc.*
  - **Description:** Works flawlessly on mobile, tablet, and desktop devices. Sends inquiries directly to the company's email using SMTP integration. Includes Services, Portfolio, Team, Career, and FAQ sections to provide comprehensive business information. Designed with Bootstrap for a clean and user-friendly interface.

SKILLS

- **Keyword Research:** Ahrefs, SEMrush, Google Keyword Planner etc.
- **SEO Audits & Analytics Tools**: SEMrush, Moz's Link Explorer, Ahrefs, Google Analytics, GTM, GSC, Yoast SEO(Wordpress), SEOptimer, Google PageSpeed Insights etc.
- **Content Creation & Design**: Canva, ChatGPT, Claude, Copy.ai, Ahrefs AI Text Humanizer, RankMath(Wordpress) etc.
- **Programming Languages**: HTML, CSS, JavaScript.

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