ANURAG PAL

anuragpal833@gmail.com | (+91) 8882264242

 @Anurag833   /anurag-pal

TECHNICAL SKILLS

- ❖ **Programming Languages:** C, C++, Java, JavaScript, Python
- ❖ **Web Development:** HTML, CSS, PHP
- ❖ **DBMS:** MySQL, SQL
- ❖ **Framework:** Laravel, Bootstrap
- ❖ **Libraries:** Pandas, Numpy, Matplotlib, Seaborn
- ❖ **UI/UX Design:** Figma
- ❖ **Data Structures & Algorithms (DSA)**
- ❖ **Wix & WordPress**
- ❖ **Digital Marketing:** SEO(On-page & Off-page), SEM(Google Ads campaign creation & optimization, PPC strategies and budgeting)
- ❖ **Social Media Marketing (SMM):**Organic & Paid campaigns, Content scheduling, Engagement & audience growth strategies, Running lead generation ads
- ❖ **Email Marketing:** Campaign creation (Mailchimp)

EDUCATION

- ❖ **BCA (IPU) |**KCC Institute of Legal & Higher Education (2023-26)   **CGPA: 9.604**
- ❖ **XII (CBSE) |** Kendriya Vidyalaya (2023)   **94.4 %**
- ❖ **X (CBSE) |** Kendriya Vidyalaya (2021)   **79.8 %**

EXPERIENCE

- ❖ **Web Development Intern -- Vas Ventures pvt. ltd.**

– From June 18, 2025 to Aug 20, 2025, Work under the Senior Developers at vas ventures my role is to help in the development process also contribute in SEO part of the Company

- ❖ **EVENT COORDINATOR |Code War (2025) -- KCC Institute**

– Led the end-to-end coordination of the coding competition "Code War" – from designing questions for multiple rounds to managing participants and ensuring smooth execution of the event.

- ❖ **EVENT COORDINATOR |Online Debate (2025) -- KCC Institute**

– Coordinated the Online Debate competition by managing registrations, moderating sessions, timekeeping, and ensuring fair and timely execution of the event.

- ❖ **EVENT COORDINATOR |Inspiration 5.0 (2024) -- KCC Institute**

– Coordinated during the college event, lead generation (no of entries), managed participant communication, verified accompanying entries, and ensured smooth execution under NSS guidance.

PROJECT

- ❖ **CLICKIT:** *An E-Commerce Fashion Website. Click to view* ✔
  - – Created a fashion website using Wix with login/signup feature, product listings, cart, and contact form. Focused on clean design and user-friendly layout.

❖ **Clickit Fresh:** *An Grocery App UI Prototype.* *Click to view* ✔
– Created a fashion website using Wix with login/signup feature, product listings, cart, and contact form. Focused on clean design and user-friendly layout.

❖ **KITAB.COM:** *An Online Book Store.* *Click to view* ✔
– Built a basic online book store using HTML, CSS, and JavaScript with features like book listings and Payment form functionality.

AWARDS

❖ **Meritorious student,**
  ➢ **1st Rank** - First Semester(BCA) Verify ✔
  ➢ **1st Rank** - Second Semester(BCA) Verify ✔
  ➢ **1st Rank** - Third Semester(BCA) Verify ✔
  ➢ **1st Rank** - Fourth Semester(BCA) Verify ✔

❖ **Sports,**
  ➢ **2 Gold & 1 Bronze** Medals in *Regionals* **(Rope Skipping - 2022)**
  ➢ **5th Position** in *Nationals* Representing Agra Region **(Rope skipping - 2022)**
  ➢ **2 Gold** Medals in *Regionals* **(Rope Skipping - 2017)**
  ➢ **7th Position** in *Nationals* Representing Agra Region **(Rope skipping - 2017)**

CERTIFICATIONS	SOFT SKILLS
- Python Programming - HTML CSS Bootcamp - Graphic Designing Bootcamp - Fundamentals of Digital Marketing. - Google Ads Search Certification. - Google Ads Display Certification. - Google Ads Video Certification. - Email Marketing. - Content Marketing. - SEO Fundamentals Course. - Local SEO Course. - Technical SEO course. - LinkedIn Marketing Fundamental. - LinkedIn Content and Creative Design	- Leadership. - Teamwork & Collaboration. - Problem Solving Skills. - Quick Learner. - Time Management. - Research Skill. - Verbal Communication. - Responsiveness.