




# Prasanth Kumar Verma

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## Career Objective

BCA final-year student with a strong foundation in programming and web technologies, combined with hands-on experience in digital marketing and brand growth. Skilled in bridging technology and marketing strategies to create impactful solutions. Seeking opportunities to apply both technical and marketing expertise in real-world projects.

## Education

Bachelor of Computer Applications (BCA)  
Sarala Birla University, Ranchi  
Final Year May-2026

**CGPA :** 8.76[Till 4<sup>th</sup> sem]

Higher Secondary (12th Grade)  
Motilal Fomra Sanatana Dharma Higher Secondary school, Chennai — 2023

**Percentage:** 93.8%

Secondary (10th Grade)  
Shri BSC Jain Vidyalaya Matriculation School, Chennai — 2021

## Skills

### Technical Skills:

- Programming Languages: C, C++, Java, Python, JavaScript
- Web Technologies: HTML, CSS, Tailwind CSS, JavaScript
- Tools: Git/GitHub, VS Code

### Digital Marketing Skills:

- Advertising & Campaigns: Meta Ads (Facebook/Instagram), Google Ads
- SEO Management: Keyword research, on-page optimization, content strategy
- Content Creation: Copywriting, social media posts, branding content
- Tools: Google Workspace, MS Office Suite, Canva, Figma

## Projects

- Tic Tac Toe Game (JavaScript, HTML, CSS, Tailwind CSS)
  - Developed a fully responsive turn-based game playable across multiple platforms.
  - Focused on clean UI/UX and mobile-friendly design.
- Contributions to Live Websites
  - thehiddenstuff.com – Assisted in website design, responsiveness, and UI improvements.
  - floristnhampers.in – Contributed to website features, functionality, and optimization.

## Industry Experience

Worked with diverse businesses to plan and execute digital campaigns, optimize online presence, and design creative strategies:

- Clothing & Fashion – Seasonal/festive campaigns, social media growth
- Electronics & Mobile Stores – Product launches, ad campaigns
- Finance Groups – Brand awareness campaigns & content planning
- Real Estate – Lead generation through targeted Meta and Google ads

## Achievements & Activities

- Founding member of a digital marketing initiative, helping multiple small businesses improve their online presence.
- Designed and managed ad campaigns that boosted reach and engagement.
- Contributed to both technical and marketing projects during academic years.

## Hobbies & Interests

- Exploring AI & new technologies
- Digital Marketing Trends & Content Creation
- Reading business case studies
- Coding challenges