**Bablu Kumar Yadav**

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**OBJECTIVE**

Seeking for a career platform where I can utilize my technical knowledge and digital marketing skills for the growth of organization and enhance my learning skills in field of engineering and marketing.

**PROFILE SUMMARY**

* Ability to express technical concepts clearly to people with no technical background.
* Excellent learning skills.
* Knowledge of **internet marketing (IM)**.
* Knowledge of **search engine optimization (SEO)** and **search engine marketing** **(SEM).**
* Learnt basics of **social media optimization** (**SMO**).

**EDUCATION DETAILS**

* 2016 - B.E in Mechanical Engineering from Sagar Institute of Science & Technology (RGPV), Bhopal with **8.27** **CGPA**.
* 2012- 12th from S.B.D.P Inter College, Jakhanian Uttar Pradesh State Board, with **71.2%** marks.
* 2009 - 10th from S.S.H.S, Chakiya Bihar School ExaminationBoard with **62.8%** marks.

**EXTRA CURRICULUM**

* Participated in National level working model competition “NIRMAAN 2K13” held at SISTec. Bhopal.
* Participated in Innovative working model completion “AAYAM 2K14” held at SGSITS, Indore.
* Participated in National level working model competition “NIRMAAN 2K14” held at SISTec. Bhopal.
* Attended a workshop on Remote control aircraft workingmodel organized by department of mechanical engineering, SISTec.
* Doing affiliate marketing with different digital marketing company.
* University level basketball player.

**COMPUTER SKILLS**

* Knowledge of search engine optimization (SEO).
* Knowledge of search engine marketing (SEM).
* Knowledge of Website development.
* Knowledge of server hosting and management.
* Advance knowledge of Google search engine.

**SUMMARY OF SKILLS:**

* Good internet marketing skill.
* Excellent learning skill.
* Managerial skill.
* Good team worker.
* Good search engine optimization skill.
* Content writing and website optimization skill.

**EXPERIENCES:**

* Two years’ experience in Search Engine Optimization (SEO) and Digital Marketing.

**ACADEMIC PROJECT**

**Major project**: **Solar operated pesticide spray system.**

Project duration: 30 days.

Team members: 5.

Contribution: Team leader.

Description: This project will be very helpful for rural areas for gardening and other spray purposes.

**Minor Project: Thermal power plant.**

Project Duration: 30 days.

Team Members: 5.

Contribution: Designed boiler of power plant.

**FAVORIATE SUBJECTS:**

* Strength of materials.
* Production technology.
* Industrial engineering.

**INDUSTRIAL VISITS & TRAINING:**

**Industrial visits at:**

* BHEL, Bhopal.
* Thermal power plant, Sarani.
* SMPL, Bhopal.
* Amtek automotive, Bhopal.
* Surin automotive, Bhopal.
* Copper strips pvt. ltd., Bhopal.

**Industrial training from:**

* Jeewan motors pvt. ltd., Govindpura, Bhopal.

**HOBBIES**

* Blogging.
* Internet marketing.
* Playing with old electronics gadgets.
* Writing poems.
* Playing basketball.
* Traveling.

**PERSONAL DETAILS**

Date of birth : 10th Apr 1993

Languages known : English and Hindi.