SHALIN SINHA   DOB : 03.06.1994

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Career Objective

Seeking job in an organization that provides me a healthy platform filled with resourcefulness and innovation and that helps me not only showcase my skills but also hone them leading to continuous learning and development.

Work Experience

1. **Digital Marketing Analyst At Google On Payroll Of Teleperformance Pvt Ltd. (17th Sept 2018 – 6th Mar 2020)**

Working With one of the best Search engine marketing platform where job role is to Optimize Smart campaigns & Create Ads By using Google tools As per the Advertiser's Goal To Generate The Extended ROI. Roles And Responsibilities are:

- Basic Digital marketing
- Pay per click
- Designing Google Ads
- Keyword research & optimization
- Creative content writing

2. **Business Development Executive at Fingertips IT solution (1st June 2017 – 1st Sept 2018)**

Worked end-to-end from mining leads from client organizations to completing delivery for the clients – this includes understanding client's business requirements, working with technology team to convert them into technical requirements, creating proposals for clients, managing client communication and working with developers to ensure that delivery is made to client's satisfaction.

3. **Front-end Developer in Logical Canvas Pvt Ltd (26th Jan 2017 - 25th April 2017)**

Worked As Website Designer using technologies such as HTML5/CSS, Jquery, JAVASCRIPT and Bootstrap.

Education Background

Education	College/School	Board / University	Year ofCompletion	Score
B. Tech. (Computer Science & Engg)	G.I.T.M (Gurgaon ,Haryana)	Maharshi Dayanand University	31st May 2017	70%
12th Std	Kamal public school	C.B.S.E.	27th May 2013	62%
10th Std	New holy public school	C.B.S.E.	31st May 2011	70%

Google Certification link -

https://drive.google.com/file/d/1D6vuMveptIsK4j_wijYK4dAyfLCgK8pS/view?usp=sharing

Technical Knowledge -

- Digital Marketing Skills: SEM, PPC, Google Adwords, Google analytics, Smart Campaign,
- Knowledge   : Basic knowledge of SEO, LinkedIn ads, Bing ads, Facebook ads Etc
- Languages   : C, C++, HTML, Java, CSS, SQL
- Applications   : MS Office (MS-Word, MS-Excel)

https://drive.google.com/file/d/1D6vuMveptIsK4j_wijYK4dAyfLCgK8pS/view?usp=sharing