

BHAVIN THAKUR

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Profile

Experienced digital marketer and content specialist with expertise in content writing, SEO (image, frontend, backend), editing, and website management. Proven success in leading social media and email campaigns, managing teams, and producing engaging web content. Skilled in project management, team leadership, IT training, and content moderation. Conducted webinars and trained over 100 students. Strong background in website optimisation and digital marketing strategy.

Work experience

The Pinnacle Overseas Education (India), Digital Marketing Manager

January 2023 – August 2024

- Oversaw the authoring, editing, and proofreading of content before it was published on several platforms.
- Oversaw SEO tactics that improved website performance, optimised images, and made front and back-end adjustments.
- Managed the administration of the website, customised the theme, and made sure that the operation and user experience ran smoothly.
- Oversaw the development of logos, visual materials, and social media visuals to improve branding.
- Oversaw social media and email marketing strategies, increasing outreach and engagement.

BugWill Pvt. Ltd, Web Content Writer

January 2022 – September 2022

- Wrote specialised articles about gardening and technology for specialised websites.
- Customised content to meet the demands of readers and industry trends, boosting website traffic and interaction.
- Performed extensive study on pertinent subjects to guarantee content quality and accuracy.
- Worked with teams to improve site ranks through content optimisation for search engines.
- Modified writing style to fit the tone of the brand and the intended readership in each niche.

Corporate Infocom Pvt. Ltd, Team Leader

November 2020 – January 2022

- Began in the marketing industry and worked her way up to Team Leader, overseeing more than 65 employees from throughout India.
- Conducted several training sessions and trained over 100 students as an IT instructor.
- Successfully led over 15 webinars, imparting knowledge and experience to a large audience.
- Exhibited great training and leadership abilities, assisting colleagues and students in developing their careers.

Brainly India, Web Content Moderator

November 2016 – September 2018

- Managed and moderated content on an educational app, making sure that improper or unnecessary content was eliminated.
- Maintained high standards for content quality by enforcing platform guidelines and evaluating user submissions.
- Worked in teams to improve the relevancy and accuracy of the information for the app's educational user base.
- Enhanced the platform's user experience by making sure that the content was clear and concise.
- Through backend moderation, significantly contributed to maintaining the integrity and instructional value of the software.

Education

University of Hertfordshire, Master's in Data Science

September 2024 - Present

Govt. MAM PG College, Bachelor's of Science with Honours in Physics

August 2017 – January 2024

Technical Skills

- MS Word
- MS Excel
- Google Sheets
- Canva Pro
- HTML5
- CSS3
- Bootstrap
- JavaScript
- ReactJS
- MongoDB
- Python (Basics)
- Firebase

Soft Skills

- Problem Solving
- Work Ethic
- Teamwork
- Leadership
- Communication
- Interpersonal Skills
- Adaptability
- Emotional Intelligence

Certification and Achievements

- Google Digital Unlocked
- Google Analytics Academy
- Google Ads Search Certification
- SEO Toolkit Exam for Advanced SemRush Users
- Python (Basic) by HackerRank
- Google Cybersecurity by Coursera

Interests & hobbies

- I am a passionate coder as well as a singer.
- I am a big fan of team sports and play football and cricket every week with my friends.
- I like to play mind nourishing games like chess Rubik's cube, and Sudoku.
- I am currently learning full stack web development and have been practicing building frontends of websites.