
Education

Year	Degree/Examination	Institution/Board	CGPA/Percentage
2018	Bachelor of Technology	Shri Siddhi Vinayak Institute Of Technology, Bareilly, UP	8.05/10.0
2014	Intermediate (Class XII)	Wood Row Senior Secondary School	5.85/10.0
2012	Matriculation (Class X)	Kendriya Vidyalaya N.E.R, Bareilly, UP	6.2/10.0

Experience

Affinity Education Pvt. Ltd. | Digital Marketing Executive

February 2021 - December 2021

- Delivered 70% keywords in Top Google's Ranking.
- Developed customized scripts to improve meta data and enhance website performance.
- Performed Technical SEO audits, implementing optimization strategies to boost website performance.
- Utilized On Page SEO techniques to optimize website content, meta tags, and URL structures for better search engine rankings.

Skills: Technical Seo · Search Engine Optimization (SEO) · Google Analytics · Keyword Research · Backlinks**EZ Ranking Pvt. Ltd.** | SEO Executive

September 2020 - February 2021

- Developed and implemented comprehensive SEO strategies for software development projects, resulting in increased organic search traffic by 40% within six months.
- Conducted extensive keyword research and analysis to optimize website content, ensuring higher search engine rankings and improved visibility for target keywords.
- Monitored and analyzed website performance using Google Analytics and other SEO tools.
- Implemented on-page and off-page optimization techniques

Skills: Technical Seo · Search Engine Optimization (SEO) · Google Analytics · On-Page Optimization**RNF Technologies** | SEO Analyst

October 2018 - June 2019

- Handled various Global & Indian SEO projects.
- Conducted keyword research and developed SEO strategies.
- Optimized website content for search engines.
- Built backlinks to improve website ranking.

Skills: Search Engine Optimization (SEO) · Google Ads · Google Analytics · Keyword Research · Backlinks

Internship and Certifications

Newton School | FULL STACK DEVELOPER INTERN

January 2022 - March 2023

- Full stack web development along with DSA.
- Tech skills learned: Core Java, HTML, CSS, JavaScript, React.js, Redux.
- Participated in various coding contests organized by the platform.
- Basic knowledge of GitHub & GitBash version control management.
- Knowledge of open deployment platform such as Netlify and Vercel.
- Worked on various projects like Rest Countries, Zomato Add to Cart, Pomodoro Timer, Weather API, Search Countries, Todo App.

Projects

REST Countries API With Color Theme Switcher | Newton School ([link](#))

April 2023 - May 2023

GitHub Code Link: <https://github.com/nitesh0581/Rest-countries-with-api>

Description: Search and get details of every country

Features:

1. Responsive UI
2. Dark/Light Mode
3. Filter Countries by region/name & Search for a country using input field
4. Single Page Application
5. Country's detailed information on a separate page
6. See all countries from the API on the homepage

Skills: Vercel · Axios · React.js · Routing · HTML5 · Cascading Style Sheets (CSS)**Zomato Add to Cart Application** | Newton School ([link](#))

August 2022 - September 2022

GitHub Code Link: <https://github.com/nitesh0581/React-Redux-E-commerce-Cart-App>

Description: Add to cart items & get details of any item.

Features:

- Add to cart
- Remove from cart
- Multiple quantities with price functionalities
- Routing to the Cart page to get complete details about the item

Contribution: It's an online food delivery application with a list of restaurant food items & a cart basket. Built this project for a better understanding of React-Redux functionalities.**Skills:** React.js · React Routing · HTML5 · Cascading Style Sheets (CSS) · Redux.js · Netlify

GitHub Code Link: <https://github.com/nitesh0581/the-hungry-snake-game>

Description: Classical snake game build using CSS Grid & JavaScript functionalities.

Features:

1. Proper background graphics
2. Music for movement & collision of the snake.
3. Snake size increases when fed & the game ends when the snake bites itself or collides with the walls.

Contribution: The Hungry Snake is an exciting classical snake game in which the user has to feed the snake and also save it from colliding. That's why I named it 'The Hungry Snake'.

Skills: JavaScript · HTML · CSS · Netlify.

Food Recipe Website | Newton School ([link](#))

April 2022 - May 2022

GitHub Code Link: <https://github.com/nitesh0581/food-master>

Description: Dummy food recipe website with proper navigation.

Features:

- Fully-Responsive.
- Well-categorized sections for user-friendliness.
- All the Nav text like About, tags, and contacts are properly linked with their respective sections just to create ease of navigation for users.

Contribution: People who love cooking & want to help someone in cooking can get a variety of food recipes on our website.

Skills: HTML · CSS · Vercel.

Skills

Computer languages	Java, CSS, HTML, Javascript
Software Packages	React, Windows
Additional Courses Taken	Data Structure
Soft Skills	Communication Skills, Interpersonal communication
Others	SEO/SEM marketing

Co-Curricular Activities

- React (Basic) Certification-(<https://www.hackerrank.com/certificates/cf4fcf5d823b>)
 - Certificate of "Tech Pro Vision Bharat-2016" by the Hon'ble Governor Of Uttar Pradesh
 - Event Organizer-College Social Club(Rotaract Club).
1. Conducted blood donation camp in college.
 2. Contributed to food & clothes distribution programs for rural areas children.
 3. Participated in a food distribution program for orphanage.