

ABHINAV BATHLA

VPO-Samrala, Tehsil-Samrala, Distt-Ludhiana, Punjab, India – 141114

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CAREER OBJECTIVE

To take a challenging post for understanding business change needs, assessing the impact of those changes, capturing, analysing and documenting requirements and then supporting the communication, execution and delivery of those requirements with relevant clients.

PROFILE SUMMARY

- A customer oriented, multitask professional with excellent analytical and logical skills possesses a rich experience of **3.8 years** as **Project Coordinator CUM Asst. Project Manager, Project Coordinator** and **SEO Executive**.
- Worked with the project manager on a daily basis to update reports regarding project status.
- Experience in UI design and creating invisions.
- Managed all assigned projects by coordinating vendors, contractors, and technicians and reported back to management with project status.
- Identifying the requirements and also in finding the system requirements.
- Implementation of each step of the project.

PERSONAL QUALITIES

- Highly motivated and eager to learn new things.
- Strong motivational and leadership skills.
- Ability to produce the best result in pressure situations.
- Good communication skills in written and verbal both.
- Ability to work as an individual as well as in a Team.
- Open for Site Visit/Traveling.
- Ability to handle client calls individually and satisfy their queries.

PERSONAL TRAITS

- Ability to make people understand and convince them.
- Can handle multiple projects at same time (Currently 24 Projects).
- Can coordinate with multiple departments.

TECHNICAL QUALIFICATION

- Expert in various business tools such as **Agile, Draw.io, invisions, MS Office, SnagIt,** and **manual testing** of my projects.
- Internet Savvy.

KEY RESPONSIBILITIES HANDLED

- To document the business process by identifying the requirements.
- Mapping the requirements to Functional Specification.
- Pass on the requirements to the technical team for development.
- Writing Product Backlog and User Stories.
- Handling various activities of the project like information gathering, analysing the information gathered, documenting the functional or business requirements.
- Coordinating with the Designing and Development Teams on multi platforms.
- To make the Test plan for the testing team.
- User Accepted Testing, Functional Testing and Regression Testing

ACADEMIA

- Bachelor of Engineering in Mechanical from **Doaba Group of Collage** , Rahon
- Senior Secondary Education in 2009 from **Shivalik public school**, Machhiwara
- Matric Education in 2007 from **National Public School**, Samrala

ACHIEVEMENTS

- Get Promoted SEO executive to Project Coordinator with special Increment
- During Coordination get chance to handle project Individually (from initial requirements to project delivery)

Expobiz IT Solution

Position: SEO Executive(Trainee)

Duration: january, 2018 – March, 2018

Job Description

To analyse the client business website and do on page and off page take to get the website ranked.

CQLSYS TECHNOLOGIES PVT LTD

Position: SEO Executive

Duration: April, 2018 – August, 2019

Job Description

- Successfully set up the digital marketing ecosystem for CQLsys Technologies.
- Planned and executed paid advertising campaigns on Google Adwords to generate leads.
- Generate and Implement SEO strategies to improve search engine rankings for multiple websites.
- Expert in all aspects of Natural/Organic Search Engine Optimization, Search Engine Marketing (SEM).
- Researching the top keywords using tools such as Word Tracker, Google keyword planner, ubersuggest
- Brainstorm new and creative growth strategies
- Strategize ways to improve and track site performance.
- Compile and present Digital Marketing performance reports.
- Making Pre Analysis Report of Websites

CQLSYS TECHNOLOGIES PVT LTD

Position: Project Coordinator cum Assistant Project Manager

Duration: August 2019,- Present

Job Description

To analyse the business requirements from clients to start the Wire framing for Designing for the Website, Mobile and Web Applications to achieve the sharp execution of the projects with including great coordination with internal teams for Designing and Development department of Multiple platforms such as Android, iOS, PHP, Node, Cake PHP, Laravel, Angular,Etc.

- **Direct overseas Leads**
- **Mobile Applications Development**
- **Website Development**
- **Search Engine Optimization**
- **Team Coordination, Management with Multiple Departments**
- **Project Coordinator & Analyst**
- **Quality Analyst**

PERSONAL DETAILS

NAME	:	ABHINAV BATHLA
FATHER NAME	:	SH SATISH KUMAR BATHLA
DATE OF BIRTH	:	4 th AUGUST, 1991
MARITAL STATUS	:	MARRIED
GENDER	:	MALE
NATIONALITY	:	INDIAN
LANGUAGE KNOWN	:	HINDI, ENGLISH, PUNJABI
PERMANENT ADDRESS	:	VPO-SAMRALA, TEHSIL-SAMRALA, DISTRICT- LUDHIANA PUNJAB 141114

I trust the information furnished above will suit the requirements of the job of your esteemed organization. Furthermore, I work well with full dedication and have an optimistic approach.

DATE: _____

PLACE: _____

ABHINAV BATHLA