

TAILY HARSH

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Address: Patel Society 2, behind the divine school near Pataleshwar mandir, una - 362560, Gujarat.

TECHNICAL SKILLS

- SEO Skills, Social media marketing, Ads Management, MS Office, Data visualization via QGIS.

SOFT SKILLS

- Management, Leadership, Data management

EXPERIENCE

- **Mansa Sugar** Dec 2024 - Present
Technical consultant With Triefin Services
 - Developed & implemented an optimized preventive maintenance schedule for irrigation pivots, reducing downtime and improving equipment life time.
 - Conducted thorough physical stock audit of Raw materials, Tools, assets, Equipment's stored in Different auxiliary storages.
 - Collaborated with cross-functional teams to streamline reporting and documentation for audit and internal reviews.
- **Bhoomi Agro Industries** August 2024 – November 2024
Executive Assistant to MD
 - Acted as a liaison between MD & Sales & Production for daily sales & production updates & occurrences.
 - Organized & facilitated internal events, client meetings, and business gatherings.
 - Supported decision making by conducting background research and preparing briefing materials.
- **Bhoomi Agro Industries** June 2024 – August 2024
SEO Executive
 - Created and optimized content for landing pages& product descriptions aligned with the new website upcoming for BHOOMI AGRO.
 - Collaborated with developers and designers to implement SEO friendly site architecture.
 - Ran seasonal and product specific SEO campaigns on different media platforms (Meta ads manager, LinkedIn, Twitter, You tube).
 - Delivered Monthly reports detailing KPIS, traffic growth, ROI.

EDUCATION

- B. Tech in Agricultural Engineering
College of Agricultural Engineering and Technology, Junagadh Agricultural University: Passed out in 2025: 6.5 GPA

PROJECTS

- Studies on LULC changes in the coastal belt of Saurashtra using RS & GIS.
 - Conducted a comprehensive analysis of Land Use Land Cover (LULC) changes over time in the Saurashtra coastal region using satellite imagery and GIS tools.
 - Employed tools like ArcGIS/QGIS and ERDAS Imagine (or relevant software) for data processing, map generation, and spatial analysis.
 - Interpreted results to assess environmental impact and support sustainable land management recommendations.
 - Compiled findings into a detailed project report supported by visual maps, graphs, and change detection statistics.

CERTIFICATES

- **Meta Blueprint:**
 - Meta Pixel & Conversions API for Website Campaigns
 - Get Started with Advertising on Facebook and Instagram
 - Connect with Customers Using Meta Business Suite
 - Privacy and Data Protection Across Meta Technologies
- **X (Twitter) Ads Academy:**
 - Ads Manager Fundamentals Badge
 - Website Traffic & Sales Campaigns Badge
 - Conversion Tracking on X
- **Snapchat:**
 - Snapchat Ads Certification
- **Google**
 - Campaign manager 360
 - google analytics

OTHERS

Trainings:

- Academic Level training course, CENTRAL FARM MACHINERY TRAINING AND TESTING INSTITUTE - BUDNI (MP) (1 Month)
- Training in Post Harvest Technology & Cold Storage, MECH-AIR INDUSTRIES (VADODARA) (1 Month)
- Training on GIS & RS, ALBEDO FOUNDATION (NASHIK) (2 Months)