

# Aditya Jaswal

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## SKILLS

**Languages :** C++ (Intermediate), SQL, Java JBH

**Tools / Platforms :** SEO, Git, GitHub, VsCode, Google Analytics, LinkedIn Ads

**Skills :** Analytical Skills, Collaborative, Project Management, Adaptability, Content Management

## TRAINING

### Geeks for Geeks – DSA (Self-Paced)

Jun '24

- Completed a comprehensive self-paced training program covering foundational to advanced programming concepts.
- Developed strong proficiency in C++ and core Object-Oriented Programming (OOP) principles along with key data structures like arrays, linked lists, stacks, queues, trees, and graphs.
- Strengthened algorithmic thinking by applying Dynamic Programming, Greedy Algorithms, and coding best practices to solve real-world problems efficiently.

## PROJECTS

### Animal Care Website | Tech: HTML, CSS, JavaScript, Bootstrap

Dec '24

- Built a responsive animal care site using HTML, CSS, and Bootstrap for mobile-friendly design.
- Integrated JavaScript functionalities for dynamic content updates, interactive features, and a seamless user experience.
- Implemented key features including a pet adoption search system, veterinary appointment booking with a calendar, and engaging UI with CSS animations.

### WatchMan SEO Strategy | Tech: Google Keyword Planner, Google Analytics, Weebly

Nov '24

- Created an SEO and marketing strategy for *WatchMan*, a premium e-commerce site for luxury watches, focused on boosting organic search traffic and visibility.
- Performed a thorough analysis of key market factors such as customer ratings, pricing strategies storage capacities, and brand performance to uncover significant trends.
- Analyzed user behavior and traffic metrics using Google Analytics to identify opportunities for enhancing engagement and reducing bounce rates.

## ACHIEVEMENTS

Participated in a Community Development Program (CDP) and gained teaching experience.

Jun '23

President and Co-Founder of HIMSU.

Jun '23

## CERTIFICATES

Software Testing – NPTEL

Jul '24

Dynamic Programming, Greedy Algorithms – By Coursera

Jun '24

HTML, CSS and JavaScript for Web Developers – By Coursera

Apr '24

## EDUCATION

### Lovely Professional University

Punjab, India

Bachelor of Technology – Information Technology; CGPA: 7.38

Since August 2022

### K.C Public School, Pandoga

Intermediate; Percentage: 76%

Una, Himachal Pradesh

April 2020 - March 2022

### K.C Public School, Pandoga

Matriculation; Percentage: 86%

Una, Himachal Pradesh

April 2019 - March 2020