

# PARAS BHATIA

19 Years | 📞 9050983530 | ✉️ [bhatiaparas583@gmail.com](mailto:bhatiaparas583@gmail.com) | New Delhi

---

## SKILLS

SEO | PPC | SMM | Google Analytics | Google Ads | Meta Ads | Adobe Creative Suit | Analytics and Reporting | Project Management | A/B Testing | Problem Solving | Strategic Planning | Creative Thinking | G-suite | Canva | AI-Tools

## INTERNSHIPS

---

### Digital Marketing Intern, Traffic Tail, New Delhi

Oct 2023 -  
Present

- Managing On-page SEO for the client website and keeping track of visitors, sales funnel and growth of the business
- Optimizing channels for better user experience by keeping bounce rate, click through rate, and on page CTAs in check.
- Facilitate the process of web development by coordinating with designers and developers and handing On-page part of the website.
- Utilized advanced A/B testing techniques to optimize ad performance and achieve a remarkable average ROI across client campaigns.
- Led successful campaigns on major advertising platforms, including Google Ads, and social media platforms (Facebook, Instagram).

## COURSES

---

### Advance Digital Marketing, TechStack, New Delhi

2023-2024

- Completed a rigorous 150-hour digital marketing training program, mastering key concepts and tools essential for the industry at TechStack, New Delhi.
- Executed successful campaigns on Meta Ads and Google Search Ads, showcasing expertise in strategic advertising across diverse platforms.
- Leveraged advanced SEO tools to optimize online content and enhance search engine visibility, aligning with best practices for digital marketing.
- Developed advanced skills in keyword research, ensuring precision in targeting and optimization strategies to maximize organic reach and engagement.
- Showcased strategic thinking in website planning, focusing on user experience, content optimization, and overall digital presence for effective online branding.
- Attained foundational skills in Adobe tools, enabling the creation of visually appealing digital content to enhance overall marketing strategies.

## EDUCATION

---

### Bachelor of Computer Applications, Manipal University

Pursuing

- Currently expanding my skill set in programming languages, IT fundamentals, and practical software development to gain a holistic understanding of computer applications.
- Championed the role of first-class representative, overseeing teacher-student coordination, and proficiently managed department meetings, schedules, and test timelines, contributing to a seamlessly organized academic environment.
- Enhanced knowledge in the field of emerging technologies by completing a specialized course on EV automobiles, keeping abreast of advancements in sustainable engineering.

### XII, Pratap Public School, Karnal

2022

- Achieved a reasonable academic performance with a notable 64% in the non-medical stream.
- Actively participated in hands-on science model projects, employing the innovative "tink and learn" methodology to enhance practical understanding
- Developed analytical and problem-solving skills through the execution of science projects, demonstrating an ability to apply theoretical knowledge to real-world scenarios and fostering a keen interest in exploring innovative solutions.

## HOBBIES

---

Traveling | Tinkering with Gadgets | Cooking | Swimming