

## RESUME

### **Tushar Sudam Savkar**

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### **CARRER OBJECTIVES**

Always seeking innovative and challenging career in the professionally managed and dynamic organization, which provides the best opportunities to development and greater responsibilities to contribute towards organization

### **EDUCATION QUALIFICATION:**

**Bachelor of Engineering (CS):** from Samarth Group Of Institution College of Engineering, Pune University, Passing year 2015 with 63.33%.

**Diploma In Computer Technology:** from K.B.H. Poly. Malegaon Camp, Malegaon, MSBTE, Passing year -2011 with 73.14 %.

**10<sup>th</sup>:** from Janata Vidyalaya Aghar Bk, Nasik Board, Passing year - 2005 with 60.60 %

### **TECHNICAL SKILL**

- I have done Digital Marketing Course with Google Adwords fundamental and search network online exam certification in Lavinier Institute Of Professional Studies.(LIPS) with 3 Month Experience in Eprintpost.com .
- SEO: Onpage and Offpage.
- Seo tool used Google webmaster, Google Analytics, Open Site Explorer, SEO Quake
- Google Adwords search network, display network, remarketing, shopping, video network.
- **Operating System :** Windows XP, Linux, Windows 7, Windows 10
- **Data Base :** My SQL

### **Professional Experience :**

- 1) **Organization :- DhruvaCreation Technologies Pvt Ltd**  
**Designation :- Digital Marketing Executive**  
**Duration :- Dec 2015 To April 2016**

Project Handle: Eprint post.com to handling this website social media Google AdWords and seo marketing.

- 2) **Organization:- Centurysoft Pvt Ltd.**  
**Designation :- Digital Marketing Executive**  
**Duration:-. April 2016 to present**

Project :- (TBI) thebeautyinsiders.com  
Solvadrm.com

### **Area of work:**

- To provide a keyword ranking on search engines like google, bing, Yahoo.
- Approaching various website for guest posting to build a back links.  
Link Building, Approaching Influencers, Find broken link from competitive website, Video and Banner Posting,

## 1. SEO :-

- **On Page Optimization** :- : Keyword Analysis, Meta Tags, Header Tags, Reduce loading time to optimizing images and server data, Google Analytics code setup, , robot.txt creation, Generate structured data, Structure Data Generation.
- **Off Page Optimization** :- Article submission, Blogs Creation and Submission (Blogger, Wordpress), Theme base directory submission, Posting on all the Social Media Networking Sites, Local Business Listing, PDF Optimization and publishing, Q & A Submission, Creating XML Sitemap and submission in Google Webmaster Tool.

## 2. SMO Activity :-

- New Profile creation on Social Networking site like Facebook, Twitter, Pinterest, Delicious, Google+, Posting daily on Social Networking site, Follow People, Request to Follow back, Sharing content and links.

## 4. Web Analytics :-

- Generating Reports for Traffic Analysis, Website Performance over the Globe & Scenario Analysis using Google Analytics, Google Insight and also Preparing Executive level reports by importing external data in MS Excel. Start-up Analysis for new projects and SEO Suggestion documents creation.

## 3. Using Tools :-

- Google Analytics, Webmaster Tool, Google Keyword Planner Tool, SEO Quake, Google Adwords, Similer web,

## ACADEMIC PROJECT :-

**BE Project:**” Application of Data Hiding in Audio-Video Using Anti Forensics Technique for Authentication and Data”

Duration : 1 Year

Team size : 4

Technology used : Java

Operating System used : Microsoft Windows XP Professional SP-2

Description : Data Hiding Means to hide the secrete data behind the original video file. Using AES algorithm for encryption as

well as LSB algorithm is used to hiding data for Last bit of audio file and provide password for authentication behind video frame and RLSB algorithm used to decrypt data from Stego Video.

## EXTRA CURRICULAR ACTIVITIES

- Google Adwords, SEO, Search, Display Marketing 2015 Certified.
  - Organized a AIM’s Programming Contest-2009 in K.B.H Polytechnic
  - Organized a fest in S.G.O.I COE, the name of fest was “**GALAXY**”.
  - Organized a fest in S.G.O.I COE, the name of fest was “**National level technical event “Science & Technology for rural development - 2014”**”.
  - Organized a fest in S.G.O.I COE, the name of fest was “**Sankalp - 2014**”.

**STRENGTHS**

- Team player.
- Self motivated.
- Determined to learn with practical approach.

**DECLARATION:**

I hereby declare that the above stated information is true & correct to the best of my knowledge & belief.

Date  
Place:  
(Tushar Sudam Savkar)

Yours Sincerely,