

## EDUCATION

### Diploma, Digital Marketing

DICS

2022 - 2023

### Bachelor of Business Administration (B.B.A.)

IGNOU

2019 - 2022

Percentage: 71.00%

### Senior Secondary (XII), Commerce

Kendriya Vidyalaya

(CBSE board)

Year of completion: 2019

Percentage: 74.20%

### Secondary (X)

Kendriya Vidyalaya

(CBSE board)

Year of completion: 2017

CGPA: 9.40/10

## JOBS

### Search Engine Optimization (SEO) Outreach Executive

Coach Foundation, Virtual

Jan 2023 - Present

Send out outreach emails every day

Research various subjects using Google

## INTERNSHIPS

### Research Intern

Champion Electrical And Electronics, Delhi

Jun 2022 - Sep 2022

1. Conducting Research
2. Updating Data in Company's Database
3. Responsible for Gathering and Updating prospects and customer information
4. Collected data from sources like google, organizations websites, industry publication, etc.

### Sales And Customer Relationship Management Intern

Decathlon Sports India, Delhi

Oct 2019 - Jan 2020

1. Effectively Increasing Sales and Outreach Program
2. Generating Leads

3. Closing Sales
4. Product Presentation
5. Managing day-to-day Logistics

## TRAININGS

### **Google My Business**

Google, Online

Jan 2023 - Jan 2023

Credential ID 138342471

### **Google Ads Display Certification**

Google, Online

Jan 2023 - Jan 2023

Credential ID 138343498

### **Google Ads Video Certification**

Google, Online

Jan 2023 - Jan 2023

Credential ID 138386616

### **Google Analytics Individual Qualification**

Google, Online

Jan 2023 - Jan 2023

Credential ID 138361406

### **Digital Networking Strategies**

Linkedin, Online

Jan 2023 - Jan 2023

Credential ID AVxdyZ6ZRK0E81gV7fjR\_Qk0mQAe

### **Google Ads Search Certification**

Google, Online

Jan 2023 - Jan 2023

Credential ID 138343525

### **Inbound Marketing**

HubSpot Academy, Online

Dec 2022 - Dec 2022

Credential ID 124369e8cdd64b2faf585f34801c0b97

### **SEO Fundamentals**

Semrush, Online

Dec 2022 - Jan 2023

Credential ID 251215

### **Digital Skills: Web Analytics**

Futurelearn, Online

Nov 2022 - Dec 2022

## PROJECTS

### **Off-Page SEO for DICS**

Oct 2022 - Jan 2023

[https://1drv.ms/x/s!AhfDxWm5ygiDgwsJowAq0RW\\_Ml4A?e=80OgEQ](https://1drv.ms/x/s!AhfDxWm5ygiDgwsJowAq0RW_Ml4A?e=80OgEQ)

- Created Backlinks through Directory Submissions, Classified Submissions, Blog Submissions, Blog Commenting, etc.
- Grew Organic Web traffic and Lowered Bounce Rate.
- Improved Webranking.

**(SEO) PPT Creation and Submission for AAROVERSEAS**

Dec 2022 - Dec 2022

<https://1drv.ms/p/s!AhfDxWm5ygiDgg5dmzs2Kp8LcwbJ?e=GGQlp0>

- Helped in getting Inbound Traffic through Backlinks.
- Improved ranking.
- Presenting services together with quality content and anchor text link which helps in quality backlinks to the site

**SKILLS**

**Search Engine Optimization (SEO)**

Beginner

**Digital Marketing**

Beginner

**Social Media Marketing**

Beginner

**Search Engine Marketing (SEM)**

Beginner

**Google AdWords**

Beginner

**Google Analytics**

Beginner

**MS-Office**

Intermediate

**ADDITIONAL DETAILS**

LinkedIn profile link - <https://www.linkedin.com/in/bhaskar-j-76ba3a136>