Gajendra Acharya

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+91 8949255727
Jodhpur

EDUCATION

Bachelor of Arts (B.A.)
Jai Narain Vyas University, Jodhpur
2019 - 2021
Percentage: 52.00%

Senior Secondary (XII)
SH SUMER SEC SCH, JODHPUR
(RBSE board)
Year of completion: 2019
Percentage: 76.00%

Secondary (X)
ALOK PUBLIC SR SEC SCH, JODHPUR
(RBSE board)
Year of completion: 2017

WORK EXPERIENCE

Multi Tasking Staff
National Institute Of Fashion Technology, Jodhpur
Job • Nov 2021 - Present (2 years 4 months)

Computer Operator And Sales Person
Shiv Khatri Medical And Provision Store, Jodhpur
Job • Apr 2019 - Oct 2021 (2 years 6 months)

POSITIONS OF
RESPONSIBILITY

In my role at the medical store, I managed stock, billed customers accurately, and prepared GST files compliantly. I upheld regulatory standards, provided excellent service, and sought continuous improvement.

Managing department, 2 classrooms, 50-60 students. Focus: scheduling, file management, student support, meetings, improvement. Clear communication, digital tools optimize academic experience.

TRAININGS

Social Media Marketing
Internshala Trainings, Online
Jan 2024 - Feb 2024

Digital Marketing
Internshala, Online
Jan 2024 - Present

Google Display

Internshala Trainings, Online

Dec 2023 - Dec 2023

Google Search

Internshala Trainings, Online

Dec 2023 - Dec 2023

SEO

Internshala Trainings, Online

Dec 2023 - Dec 2023

Content & Email Marketing

Internshala Trainings, Online

Nov 2023 - Dec 2023

Blogging And Google Analytics

Internshala Trainings, Online

Oct 2023 - Nov 2023

GENERAL APTITUDE

Internshala Trainings, Online

Oct 2023 - Nov 2023

Successfully completed a 6 weeks online certified training on General Aptitude. The training consisted of Aptitude evaluation, Reading Comprehension, Quantitative Aptitude, Logical Reasoning, and Data Interpretation modules. In the final assessment, I scored 75% marks.

Email Etiquette

tcs ion, Online

Jun 2023 - Jun 2023

(UFWP) Share Market

Sidharth Bhanushali, Online

Aug 2022 - Dec 2022

RS-CIT

VARDHMAN UNIVERSITY, Jodhpur

Jan 2019 - Sep 2020

PROJECTS

Facebook Shopping Page

Jan 2024 - Feb 2024

https://trainings.internshala.com/uploads/social-media-marketing-dm-specialization/uploads/projects/v_3/3763242/65be347bc4ac8.rar

"Created a Facebook page for a business and showcased products so that users can select and buy from my page itself

Plan Content & Email Campaign

Nov 2023 - Dec 2023

https://trainings.internshala.com/uploads/content-and-email-marketing-dm-

specialization/uploads/projects/v_3/3763238/656b229396 e73.zip

Created an email marketing campaign, sent it to my contacts and measured the impact of the campaign.

SEO Audit & Report

Dec 2023 - Dec 2023

https://trainings.internshala.com/uploads/seo-dm-specialization/uploads/projects/v_3/3763239/657ab62de6 440.zip

Conducted an SEO audit for a website and submitted a report on how the website can drive more organic traffic & move up in the ranks of Google Search Results

Google Search Ad Campaign

Dec 2023 - Dec 2023

https://trainings.internshala.com/uploads/google-search-dm-specialization/uploads/projects/v_3/3763240/65867d4a11 fb3.zip

Created a Google Search campaign in Google Ads by selecting right keywords, writing impactful ads, and selecting appropriate bids for the keywords

Google Display Ad Campaign

Dec 2023 - Dec 2023

https://trainings.internshala.com/uploads/google-display-dm-specialization/uploads/projects/v_3/3763241/658c25af6f0 48.zip

Created a banner campaign showcasing products on an e-commerce site.I also selected audience based on the products to be marketed and bid appropriately

Publish Blog & Submit GA Report

Oct 2023 - Nov 2023

https://trainings.internshala.com/uploads/blogging-and-google-analytics-dm-specialization/uploads/projects/v_3/3763237/654e4be3a5 fa8.zip

Created and published my own blog and linked it with Google Analytics. I also added 5+ posts and analysed the traffic in the Google Analytics account

SKILLS

Social Media Marketing
Beginner

MS-Excel
Intermediate

MS-Office
Intermediate

MS-Word
Intermediate

Hindi Proficiency (Spoken)

Advanced

Hindi Proficiency (Written)

Advanced

Google Analytics

Intermediate

Blogging

Intermediate

Content Marketing

Intermediate

Email Marketing

Intermediate

Search Engine Optimization (SEO)

Intermediate

Search Engine Marketing (SEM)

Intermediate

Digital Advertising

Intermediate

Display Advertising

Intermediate

Facebook Marketing

Intermediate

Instagram Marketing

Intermediate

LinkedIn Marketing

Intermediate

WORK SAMPLES

Blog link

https://gajendraacharya7blog.blogspot.com/2023/11/exploring-royal-flavors-of-jodhpurs.html

ADDITIONAL DETAILS

Google Analytics Individual Certification (GAIQ) Certification
Hubspot Inbound Certification
Google Ads Search Certification
Google Ads Display Certification