



Sushant Vikram Singh Bhadauria

Marketing | 2021-23

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CAREER OBJECTIVE

“Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.”

ACADEMIC CREDENTIALS

Degree	Institute, Location	CGPA/%	Year
PGDM (Marketing)	ITM Business School, Kharghar, Navi Mumbai	80.2%	2021-23
BSc Agriculture (Hons)	Lovely Professional University, Jalandhar, Punjab	6.6 CGPA	2018
XII (CBSE)	S.S.M.V, Shahjahanpur, U.P	60.6%	2014
X (CBSE)	S.S.M.V, Shahjahanpur, U.P	7.4 CGPA	2012

TECHNICAL QUALIFICATIONS

SKILLS	<ul style="list-style-type: none">MS Office (Word, PowerPoint, Advanced Excel- Power Query, V/X Lookup, Pivot table and charts.)SEO, Canva, SEMrush, Google Ads, Screaming Frog, Power BI, Python.
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EXPERIENCE AND INTERNSHIPS

The Brand Saloon	<p>SEO INTERN</p> <ul style="list-style-type: none">Backlink research and creation using SEMrush.On-Page/Off-Page SEO.Worked with Sales team in creating SEO audit presentations.Actively involved in inter department and external client meetings.Preparing various detailed reports in PPT n Excel.UI, UX and competitor analysis.Performed keyword research using Google Ads <p>Achievements</p> <ul style="list-style-type: none">✓ Achieved Improvement in Google rankings across clients.	May 2022 to Sept 2022
Shrunkhala Organization	<p>NGO PROJECT</p> <ul style="list-style-type: none">Designed Social Media campaign for social awareness about plastic waste using Canva platform.	Jan 2022
Thehomoeopathy store.com	<p>MARKETING/OPERATIONS</p> <ul style="list-style-type: none">Conceptualized and designed Social Media campaign for Facebook paid promotion.Executed search engine marketing campaigns using Google Ads platform.Managing day to day operations across departments & functionsPreparing various detailed reports in Excel.Customer care management: handled customer enquiries on call/chat, social mediaEscalation handling. <p>Achievements</p> <ul style="list-style-type: none">✓ Smooth Domestic and International reach of products.	2018- 2021

CERTIFICATIONS

Google/ Udemy	<ul style="list-style-type: none">Google Ads Display, Certificate ID- 123852348The Fundamentals of Digital Marketing, Certificate ID- TPX 7DZ 8M2The Complete Python Bootcamp from Zero to Hero in Python.Microsoft Power BI Desktop for Business Intelligence (2023)Google Data Analytics Certificate (Pursuing)	2022-2023
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POSITIONS OF RESPONSIBILITY AND ACHIEVEMENTS

Achievements	<ul style="list-style-type: none">Appointed Course Coordinator of SCM & Physical Distribution.First Runner up in ITM Mélange competition.Represented as the leader of Rural Agriculture Work Experience group in LPU.Played in district level Under -15 Cricket team.	
Hobbies	<ul style="list-style-type: none">Reading, Bike Riding, Skating, Sketching.	

