

Aditya Kumar

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PROFESSIONAL EXPERIENCE

SEO Intern, Mobilicis INDIA PVT LTD, Remote	June 2023 - Sep 2023
<ul style="list-style-type: none">Applied all SEO techniques like keyword research, on-page and off-page optimization.Increased the organic traffic, impressions, CTR, number of backlinks, DA, and PA.	
Supervisor, Keshri Polymer, Patna	Feb 2022 - Aug 2022
<ul style="list-style-type: none">Managed teams of 8 people and all work related to plastic manufacturing and orders.	
Freelancer Tutor, Toppr, Remote	Oct 2018 - Mar 2022
<ul style="list-style-type: none">Answered academic questions on an average of 70 doubts per day from different subjects.Helped students with subjects like Mathematics, Chemistry, General Knowledge, and Logical Reasoning.	
Content Writing Intern, Mindgrad, Remote	Sep 2019 - Oct 2019
<ul style="list-style-type: none">Drafted blogs on different topics like Career Growth, and digital marketing.Collaborated with the Content Writing Head and developed 2 content every week.	
Social Media Marketing Intern, Nearbuy, Remote	Oct 2016 - Nov 2016
<ul style="list-style-type: none">Engaged in Diwali Campaign and promoted that campaign through different social media platforms (like Facebook, Instagram, and Whatsapp).The campaign reached an Indian audience size of 1.3 million with an overall engagement of 1 lakh.	

EDUCATION

Year	Degree	Institute	Percentage
2014 - 19	B.E. (ENTC)	MIT AOE, Pune	57.6%
2012 - 14	12th Grade CBSE Board	Patna Central School, Patna	62.5%
2011 - 12	10th Grade CBSE Board	Patna Central School, Patna	83.6%

CURRENT EXPERIENCE

The Marketing Launchpad, Kraftshala, Online	Oct 2022 - Present
<ul style="list-style-type: none">Selected as a part of a batch of 30+ students from all over India for The Marketing LaunchpadCompleted ~ 600 hours of training across 12 weeks (10 hours/day)Modules completed: Marketing Basics, Search Engine OptimizationWorked on the On-page, Off-page, Tech SEO audit for the brand UltraHuman	

EXTRACURRICULARS/ ADDITIONAL EXPERIENCE

Volunteer, ROBOCON, Pune	Oct 2014
<ul style="list-style-type: none">Volunteered a 3-day event of Robotics competition.Managed a large event at an indoor stadium in which 13 countries (like Japan, India, Korea, etc) participated.	
Volunteer, RobinHood Army, Pune	Aug 2017 - Mar 2019
<ul style="list-style-type: none">Collaborated with Senior Heads and other volunteers at RobinHood Army to collect and distribute food from restaurants and communities to serve the less fortunate people.	

CERTIFICATIONS

SEO Certification Course, HubSpot Academy, Remote	Jul 2022
<ul style="list-style-type: none">Completed 3.5 hours of training from HubSpot Academy.Learned about Keyword research, On page, Off page, link-building strategies, and technical SEO.	
Introduction to Data Analytics, Coursera, Remote	May 2021
<ul style="list-style-type: none">Learned about the basics of data analytics and basics of various tools (like Excel).Achieved this course certificate with an 88% score.	

OTHER INTERESTS

Nature Naturalist
<ul style="list-style-type: none">I love to grow new plants and flowers. It makes me feel alive and appreciate my life by nurturing other lives around me.
Explorer
<ul style="list-style-type: none">I love to travel and explore new places. It revives passions, which helps us to find a new meaning in our life to live for.
Avid Reader
<ul style="list-style-type: none">I am an avid reader and love reading particularly those with self-improvement and life-related backgrounds.Improved my knowledge and communication by reading books and blogs.