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# ANKUR BAJPAI

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Current Address – Allahabad



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## Education

QUALIFICATON	COLLEGE/BOARD	YEAR	SCORE
BA in MEDIA STUDIES.	Allahabad University	2015-2018	70.14%
12 <sup>th</sup> (Science)	UP	2015	87.40%
10 <sup>th</sup>	CBSE	2011	8.2 CGPA

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## Work Experience

### 1. Content Writing & SEO - Internship

- Organization – Getmyuni.com (A Times Internet Funded Ed-Tech Startup.)
- Duration – 2 Months ( Feb.2, 2018 – April 2, 2018 )
- My Role – My Job at Getmyuni was to Research information about various colleges and Courses in India and then Craft a quality content that serves the purpose of students / Visitor on the Site. The SEO part involved using SEO techniques while creating the content to get it better ranked by the Search Engine and using other forms of Content Marketing Strategies to spread it to a wider audience.

### 2. Casual Comparer at ALL INDIA RADIO

- Organization- ALL INDIA RADIO (Allahabad)

- My Role - It involved the field work, writing on the given topics, preparing a radio program and Presenting it on the live show at ALL INDIA RADIO, Allahabad
3. **Contributor to Shutterstock and gettyimages.**

## Training

### DIGITAL MARKETING:

- Organization - Internshala (online)
- Duration- 6 weeks ( Nov.2,2017 - Dec.13,2017)
- Description- The training covered Web analytics, Email marketing, search engine optimization, search, display, video & mobile marketing and social media marketing. It involved creating a blog, implementing Google analytics and understanding various analytics reports. Writing an effective email, how search engines work and techniques to drive traffic, generate leads and ways to rank higher in search engines results page (on page SEO and off page SEO). It also involved the paid part of marketing, working on Google Adwords account and creating campaigns. It included the organic and paid part of Facebook, Instagram, LinkedIn, Pinterest, and Quora.

## Projects

### PHOTOJOURNALISM:

1. Worked as a Photojournalist in UP election 2017 under District Information office Allahabad. It involved the coverage of various political rallies. This gave me an experience of fieldwork.
2. Self-assignment on Magh Mela. By assigning different targets daily for a month I covered various genres of photojournalism. This

improved my understanding of how stories can be created out of anything.

## Skills

- Language - Written proficiency - English(intermediate) and Hindi(intermediate) Spoken proficiency -English(basic) and Hindi (advanced).
- Adobe Photoshop (Intermediate)
- Adobe Photoshop lightroom (Intermediate)
- Photography (Intermediate)
- Creative writing (beginner)
- Adobe Premier pro (beginner)
- Google Analytics (Intermediate)
- Researching
- HTML (Basic)
- Quarkxpress

## Interests

- Reading Books
- Travelling
- Photography
- Writing
- Poetry