

HARSH SINGH

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OBJECTIVE: To work in a highly competent environment using my full potential, skills & knowledge of SEO, SMO, Google Analytics & AdWords as Digital Marketer.

EDUCATION

Shri Ram Murti Smarak College of Engg. & Tech. Bareilly **2014 – 2018**

- B. Tech in Computer Science & Engineering.
- Aggregate: **65.58%**

Bishop Conrad Sen. Sec. School, Bareilly **2012**

- Central Board of Secondary Education (Percentage: **7.4 CGPA**)

S.R. International School, Bareilly **2014**

- Central Board of Secondary Education (Percentage: **69.20%**)

SKILLS AND INTERESTS

- **Languages:** C, Core Java, C++, pHP (Basic)
- **Technical Skills:** Google AdWords, Google Analytics, SEO, Social Media Campaign, Email Marketing, Online Branding, Mobile Marketing, Display Marketing, Search Marketing & Android SDK
- **Areas of interest:** Google AdWords, Google Analytics, SEO & SMO

TRAINING/CERTIFICATION

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| • Digital Marketing Training from IElevate Training Institute | • Google Display Ads | • Google My Business Certification |
| • Google Fundamentals | • Google Shopping Ads | • YouTube Channel Growth Certification |
| • Google Search Ads | • Google Mobile Ads | • HubSpot Email Marketing |
| | • Google Analytics Certification | |
| | • Apron-Android | |

PROJECTS

SEO of Quill Talks

Personal Project (July, 2019 - Present)

- For a better understanding of Digital Marketing & its operations, worked on a personal website Quill Talks (<https://bit.ly/2pjV2oi>) associated with the Google AdWords & Google Analytics which have all the running effort given in Google AdWords. It has remarketing tag and transformation following label associated with it.

Monument Information System

Guide: Miss Anubha Dhaka

Bachelor's Project (2017-18)

- Used HTML, CSS, php, MySQL & JavaScript language for creating a website to gain the information about all Monuments across India.

ACHIEVEMENTS / EXTRA CURRICULAR ACTIVITIES

- Certificate of Internship cum **Training for Android** from **Apron, Noida**.
- Participation Certificate on **IOT Workshop** conducted at Apron, Noida.
- Participation Certificate on **RC Flying Wing Workshop** Conducted at **IIT-Kanpur**.
- Certificate of Internship cum Training for **Digital Marketing** from **IElevate Training Institute**.

PERSONAL INFORMATION

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| • Father: Laxmi Narain Singh | • Mother: Sarita Singh |
| • Gender: Male | • Date of Birth: 15 July 1996 |
| • Nationality: Indian | • Languages: English and Hindi |
| • Address: 209 Civil Lines, Chaupla, Bareilly | |