# SARTHAK JAIN

**Experiences in Industry Growth, Digital Marketing and EdTech**

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Executive and Test Engineer
**Coding Blocks**

📅 Nov2018-Ongoing      📍 Delhi, India

- Spearheaded the adoption of new methodologies in company to bring in real-time data monitoring, trace-ability and achieve compliance.
- Consistently tested CB Online App and website for bugs.
- Researched and pursued new business campaigns for the growth of the business resulted in 1500 times increase in user sign-ups.
- Increased social media audience and engagement along with site SEO by multiple folds, furthermore managed online adverts.
- Organized workshops & Hackathons at colleges and Universities in collaboration with communities across India, furthermore mentored community of over 400 Campus Ambassadors.

### Web Developer Intern
**All India Radio (AIR), Prasar Bharati**

📅 June2018-July2018      📍 New Delhi, India

- Maintained and Created a wonderful website to digitizes the Complaint filing System for the Government quarter residents.
- Constantly updated and Monitored the company's database systems.

### Social Media Manager
**ShopNani**

📅 Dec2016-Jan2017      📍 New Delhi, India

- Wrote niche articles on latest prevailing Tech news for the website, Blog and social media accounts for daily postings. Evaluated different insights and Demographics. Handled the company's online presence.
- Monitored ongoing marketing campaigns Increased social media following and clicks by 200%

## PROJECTS

### Website sarthakj.me - Node.js

- My interactive Website hosted on AWS.

### Lyrics Generator - Python

- A Markov Chain based Machine Learning model to generate song lyrics.

### Web App for AIR - C# and ASP.Net

- This is the logistic application developed to digitize the manual filing of complaints and their status tracking for Government quarters.

## EDUCATION

B.Tech - Computer Science
**Maharaja Agrasen Institute of Technology**

📅 Aug 2016 – May 2020      CGPA: 7.43

Senior Secondary Education- 12th (CBSE)
**Kendriya Vidyalaya sector-8 Rohini, Delhi**

📅 2016      Percentage: 90.2

Secondary Education-10th (CBSE)
**Kendriya Vidyalaya sector-8 Rohini, Delhi**

📅 2014      CGPA: 10

## ACHIEVEMENTS AND TALKS

- Selected for the Top 50 Marketing & Advertising Leaders Award by MADCon 2019.
- Speaker at Google I/O Extended 2019.
- Speaker at GDG DevFest Punjab 2019.
- Speaker at Nit Kurukshetra, LPU, Manipal University Jaipur, Delhi University etc. Educated and activated over 600 students on professional growth in IT Industry

## PLATFORMS MANAGED

- YouTube and VdoCipher
- LinkedIn and Twitter
- Facebook and Instagram
- reddit and Telegram
- Google My Business
- Google Analytics and Metabase
- Google Ads and AdSense
- WordPress and Ghost Blogs
- OneSignal and Firebase
- SendGrid and Mailchimp

## PROFESSIONAL SKILLS

- C++, C#, JavaScript, Python 3 and MySQL
- AWS, GCP, DO, Azure, Heroku and Netlify
- Project management and leadership traits
- Build Client Relations
- Excellent interpersonal skills
- Public Relations and Digital Marketing
- Coordinate Meetups & Networking Events

## EXTRA CURRICULUM

**TechCom (Coding society of MAIT)**
**Vice-President**

📅 2019 – Present      📍 New Delhi,India

**Campus Blocks (Student Chapter)**
**Chief Operating officer**

📅 2019 – Present      📍 New Delhi,India

**CodeMatrix (Technical society)**
**Marketing and Public Relations Manager**

📅 2018 – Present      📍 New Delhi,India

*Note : If you're viewing a soft copy, all blue texts are* **hyperlinks** *, you can click to view details.*