

# ANUPAM HARSH

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## ABOUT ME

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Engineering under-graduate skilled in programming, module development, code review, and analysis. Proficient in configuration management, testing, and emerging technologies. Strong communication, collaboration, and problem-solving abilities. Flexible for upskilling and open to relocation across EY India locations with a proactive and independent approach.

## EXPERIENCE

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### SEO Generalist Intern

Sept 2024 - Nov 2024

- Conducted audience analysis to identify target demographics and enhance content strategies.
- Optimized website using on-page SEO techniques such as keyword targeting, meta tags, and content structuring to improve search visibility.
- Executed off-page SEO strategies, including backlink building and outreach campaigns, to strengthen domain authority and link profile.

## PROJECTS

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### Content Management System (CMS)

- Created a Content Management System using PHP and MySQL to simplify content creation, editing, and publishing for users.
- Added user authentication and role management for secure access and efficient permission handling.
- Optimized performance through testing and adjustments, enhancing user experience across various browsers and devices.

### Bug Tracking Tool

- Built a bug tracking tool using JavaScript and MongoDB to log and monitor software defects effectively.
- Followed Agile methodology and Kanban principles to streamline bug resolution and improve project delivery.

### Recipe Sharing Platform

- Designed a recipe sharing platform using Angular and Firebase, enabling users to create, browse, and rate recipes.
- Implemented social features like commenting and sharing, along with a responsive design for better user engagement and accessibility.

## SKILLS

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- Web Development:** Proficient in PHP, Java, JavaScript and Python.
- Database Management:** Experienced with MySQL, and MongoDB.
- Data Visualization:** Skilled in Power BI for effective data analysis and reporting.
- Project Management:** Knowledgeable in Agile methodologies (Scrum, Kanban).
- Technical SEO:** Expertise in Google Analytics, A/B Testing, Google Workspace, CRM and Backlink Optimization.

## CERTIFICATIONS

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Highradius Technologies Private Limited: Business Essential Program

Google Skillshop: Google Analytics

Semrush Academy: SEO Principles

## EDUCATION

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ITER, Siksha O Anusandhan University

B.Tech, Computer Science and Engineering

November 2021 - August 2025

Bhubaneswar, Odisha