

# SHIVPREET SHARMA

🌐 <https://shivpreetsharma.tk/>

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📍 Indore (M.P) , India



## EXPERIENCE

### Marketing Executive

#### Celebrating Careers

📅 May 2018 - Present

📍 M.P, India

- Streamlined website per dynamic SEO guidelines and utilized creative link building, social media and blogger outreach to ensure placement in market place.
- Sparked the success of e-mail, social media, and Web marketing campaigns by producing, managing, analyzing, and refining campaigns across all digital media.
- Assisted HR department in their talent acquisition by running hiring campaigns across social media platforms.
- Directed ongoing keyword research analysis and website audits

### Research Fellow

#### IIT Guwahati

📅 May 2017 - Jan 2018

📍 Assam, India

- Compressibility parameters of Bentonite soil such as Coefficient of consolidation, Compression index has been determined using Artificial Neural Networks (ANNs) and Genetic Programming (GP).

### Product Manager

#### LekeAana

📅 Sept 2016 - May 2017

📍 Bihar, India

- Managed all aspects of business and website development from initial scoping through strategic and fiscal planning to final testing and delivery from the owners end.
- Promoted services and products to both internal and external customers increasing penetration of customer base to 90%.
- Direct the coordination of all implementation tasks involving third party vendors.

## CO-CURRICULAR EXPERIENCE

### Media and PR Coordinator **Anwasha, IIT Patna**

📅 April 2017- 19

📍 Bihar, India

- Worked in a 24 member core team to lead 250+ volunteers to execute 50+ events to organize Bihar largest College Festival, Anwasha.
- Overall in-charge for publicity campaign of the college fest through various mediums such as Social Net-working Platforms, Radio Partners, Campus Ambassador Program and Pre-Anwasha online Events such as Multi-City Auditions, City Rush.
- Headed a team of 50 Volunteers and was also responsible for continuous with leading media houses in Patna.

[Read More](#)

### Event Organizer

#### Anwasha, IIT Patna

- Organized "Spagaridge". A technical event under ACE, Departmental club of Civil Engineering at Anwasha the Annual Techno-Cultural.

## EDUCATION

### Bachelor of Technology (Civil Engineering)

#### Indian Institute of Technology Patna

- C.P.I : 8.53/10 (In Top 5 of the class)

### AISSCE (CLASS XII)

#### Mar Thoma Higher Secondary School

- Percentage: 87.4%

### CLASS X

- CGPA: 9.2/10

## ACHIVEMENTS



Secured City Rank 1st in International Mathematics Olympiad (IMO) & National Science Olympiad (NSO)



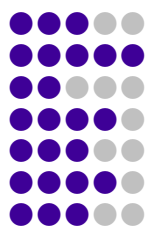
Placed among the Top 10 % in the Chemistry Olympiad, IAPT



MCM Scholarship from IIT PATNA [2015-19]

## SKILLS

Search Engine Marketing  
Search Engine Optimization  
Google Analytics  
Marketing Strategy  
Business Development  
Team Leadership  
Data Analysis



## INTERESTS

Movies & T.V series

Photography