Shubham Chaurasia

Marketing Executive

House No. 492 Ambedkar Nagar Juhi Govind Nagar Kanpur
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EXPERIENCE

Adsgraphy, Bangalore — *Digital Marketer*

October 2021 - Present

Worked on documentation, Knowledgebase, and Copy Writing skills extra skills in product management, and marketing research.

Rank Keywords Pvt. Ltd, Kanpur — *SEO Intern*

June 2021 - September 2021

Responsible for analyzing, reviewing, and implementing websites that are optimized to be picked up by search engines.

Private Court — *Social Media Marketing Intern*

May 2021 - June 2021

Learned B2B marketing skills with content creation on Linked In

EDUCATION

Government Polytechnic Kanpur, — Diploma In IT

July 2019 - August 2022

Completed Diploma In Information Technology with deep knowledge in Data Science and Machine Learning.

Stepping Stones Intermediate College, Kanpur – Intermediate

June 2017 - August 19

Completed Intermediate with Hindi, English Maths, Science, and Geometrical Drawing.

PROJECTS

Specialized Search Engine Tool — *March 2022*

SMLMAD: Search Machine Learning Models and Datasets
Key skills learned: React framework, HTML, CSS
Link: https://smlmad.netlify.app/

SKILLS

Content Writing

Keyword Research

SEO

Graphic Designing

Display Advertising

WordPress

Google Analytics

Google Tag Manager

Extra Skills

Programming in Python

Communication

Team Management

Market Research

Tools Used

Jira

Github

Figma

Href

Canva

LANGUAGES

English,
Hindi

CERTIFICATES

Fundamentals of digital marketing — *Apr 2021*

Learned basics of different methods of digital marketing like SEO, SMO, Content Marketing, Email Marketing, Paid Advertisement, and Affiliate Marketing.
Platform: Skillshop

Google Ads Display Certification — *May 2022*

Learned how to **create, manage and optimize** Google Ads Display campaigns.
Platform: Skillshop

Data Analytics Basics Certificate — July *2022*

Key Skills learned: Excel, Power BI, SQL Basics
Platform: Masai School

Data Science and Machine Learning Bootcamp — July *2022*

Key Skills learned: Python libraries, Numpy, Pandas, Matplotlib, Seaborn,
Platform: Udemy Inc.

SOCIAL LINKS

Website: https://shubhamc.netlify.app

LinkedIn: https://www.linkedin.com/in/shubhamchaurasia54/

Github: https://github.com/Shubham-chaurasia

Documentation: https://support.adsgraphy.com/

Medium: https://infortechlore.medium.com/