

# GAURAV SHARMA

Mechanical Engineer, Digital Marketing Executive



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Gaurav Sharma



Male

17<sup>th</sup> May 1996

Faridabad, Haryana(India)

## SUMMARY

**“If you don’t have any shadows, you’re not standing in the light “**

Curious Digital Marketing Executive with a high grasping power and a strong urge to keep learning; team player with a strong sense of responsibility and accountability.

Hard & wholehearted worker with a wide range of skill sets and experience with various digital marketing techniques.

## COMPETENCIES

- Worked sufficiently with **Report Builder** - an MS Excel that helps in data pull and automation.
- Proficient with the use of **MS Powerpoint**.
- Intermediate in **Adobe Photoshop** - Graphics Editing Program.
- Working Knowledge of **SEO, SMO** Tools and Techniques.
- Demonstrable experience in social media campaign management and scheduling tools
- Hands on **AdWords** and social media advertising campaign administration.

## ACADEMICS



**B.Tech (Mechanical) : 63%**  
Maharshi Dayanand University(MDU)  
2014-18



**H.S.S.C. (12<sup>th</sup>) : 83%**  
Rawal International School(RIS)  
2014



**S.S.C. (10<sup>th</sup>) : 9.8 CGPA**  
Rawal International School(RIS)  
2012

## EXPERIENCE

- Good Knowledge in **Search Engine Optimization, Microsoft Excel** and **Powerpoint**.
- **Flexible** and **versatile** to adapt to any new environment and work on any projects.
- Possess excellent communication and interpersonal skills, aggressive personality, positive attitude and perseverance to take challenging jobs.
- Working on Search Engine Optimization with sound knowledge of the **On page & Off page** optimization.

## WORK HISTORY

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### Digital Marketing Executive Career Planet Infotech, Faridabad

*June 2017 to March 2018*

- Ownership of **Search Engine Optimization** and **Social Media Optimization**.
- Ownership of developing Marketing Collaterals including **PowerPoint Presentation** and **Video Making**.
- Creating Engaging Social Media ( **Twitter, Linked In, Facebook** ) strategies and Execution Plans that Cultivated audiences, increase Web Presence and enhance Brand Awareness.
- Reporting of campaigns with in depth analysis on Performance of Keywords, Bounce Rates etc.
- Working Knowledge of Various SEO tools like **Google Analytics, Search Console** and **Ahrefs** etc.
- Doing Marketing Research that includes :
  - Competitive Analysis
  - Target Competitors Research
  - Monitoring SERP position

### Digital Marketing Executive Forza Freedom wheelchair World

*April 2018 to date*

- Ownership of **SEO**, Ecommerce Promotions and Content Management system for page set up and editing.
- Assist with online advertising across multiple platforms including **AdWords, Facebook** and **Linkedin**.

## ACHIEVEMENTS

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- **First**, Volleyball Competition - RIS(2012)
- **First**, Mathematical Crusade - RIS(2014)
- Secured **41 State Rank** in International Olympiad of English Language 2012.

## EXTRA-CURRICULAR ACTIVITIES

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- **House Captain** and **Discipline Minister** for 2 years at school: Undertook disciplinary duties and managed participation in school activities.
- Co-Editor of College News-Magazine "**Abhiyanta**".
- Volunteered at **National Youth Fest(NYF)** - 2017 hosted by MDU.