


# YACHIKA KIROLA

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## CAREER OBJECTIVE

A motivated and hardworking individual seeking a responsible role in a reputable organization to apply and expand my skills in web development. I aim to contribute innovative ideas and technical expertise to drive the organization's digital growth, leveraging my knowledge in developing, managing, and enhancing efficient web solutions to exceed business objectives.

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## SKILLS

- **HTML & CSS**

Proficient in basic HTML and CSS, including creating structured tables, ordered and unordered lists, and foundational web page layouts. Continuously building on these skills to enhance web development expertise.

- **Python**

Basic understanding of Python demonstrated through projects like a Snake-Water-Gun game and other small applications. Actively learning more advanced concepts to expand my proficiency in Python.

- **WordPress**

Familiar with WordPress for building and customizing websites. Experienced in managing content, adjusting layouts, and using plugins to enhance website functionality, design, and user experience.

- **MS Office Suite**

Proficient in PowerPoint, Word, and Excel for creating and formatting professional documents, presentations, and posters. Skilled in organizing content with a clean and effective visual layout.

- **Google Sheets**

Skilled in Google Sheets for data organization and analysis, including applying filters, using conditional formatting, and leveraging "Find & Replace" for efficient data handling.

- **Link Building**

Knowledgeable in link-building strategies for digital marketing, focusing on acquiring quality backlinks and enhancing website authority to boost search engine rankings and site traffic.

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## WORK EXPERIENCE

### Digital Marketing - EBIZON DIGITAL PVT. LTD (Trainee)

MAY 2024 - SEP 2024

- Audit the status quo of our content to identify backlink opportunities
  - Perform active outreach to reach and engage potential backlink donors
  - Reach out to donors through email, social media, forums, or any other channel that will help us achieve our goals
  - Provide recommendations to our Content and SEO teams in how we can improve our chances of gaining high-quality backlinks
  - Consistently monitor our websites backlink profile and performance and report back to higher management
  - Conducted in-depth keyword research and competitor analysis to optimize content effectively.
  - Authored and optimized over 20 blogs, maintaining content integrity with less than 5% plagiarism.
  - Developed and maintained a strategic approach to keyword integration for enhanced search engine performance.
  - Conducted ongoing analysis of keyword competitors to stay abreast of industry trends and best practices.
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- Conducted routine quality checks to ensure that academic content and operations met organizational standards. Identified areas for improvement, recommended changes, and collaborated with team members to enhance the overall process efficiency and quality.
- Performed in-depth research to collect relevant data for various academic processes. This included staying updated on industry best practices, gathering competitor insights, and ensuring data was reliable, accurate, and beneficial for strategic decision-making.
- Managed and organized large datasets on a daily basis, ensuring easy accessibility and systematic storage for team use. Analyzed this data to extract actionable insights, aiding in optimizing processes and making informed decisions.
- Prepared daily reports on academic activities and processes, providing a comprehensive view of operations to senior management. Highlighted key metrics, identified bottlenecks, and suggested improvements to streamline workflows.
- Worked closely with multiple teams, including content development, quality control, and academic support, to ensure smooth operation of academic processes. Actively communicated updates, coordinated tasks, and supported other teams to achieve overall goals.
- Created and updated process documentation to reflect any changes in standard operating procedures. Maintained detailed records of daily operations, ensuring consistency and continuity in tasks and facilitating training for new team members.

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## ACADEMIC PROJECTS

- **Project Title: Hospital Management System**  
Platform: Python (programming language) and MySQL (database)  
Contribution: Documentation and Coding  
Description: Developed a system to streamline hospital operations by reducing paperwork and enhancing efficiency. This system enables faster patient-doctor interactions, saving valuable time for both patients and medical staff.
- **Project Title: Hotel Management System**  
Platform: Python (programming language) and MySQL (database)  
Contribution: Documentation and Coding  
Description: Created a system to optimize hotel operations by digitizing processes, reducing manual paperwork, and improving time management for both hotel staff and guests.

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## EDUCATION

- Master of Computer Application,  
IGNOU (2023 - Present)
- Bachelor of Computer Application (88%),  
GGSIPU (2020-2023)
- Completed Senior Secondary Education (86%)  
CBSE BOARD (2018-20)
- Completed Secondary Education (84%)  
CBSE BOARD (2018)

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Dedicated and results-oriented tech enthusiast, skilled in leveraging strategic problem-solving, efficient coding practices, and user-focused design to drive impactful digital solutions. Committed to staying at the forefront of industry trends, I am eager to contribute my technical skills and innovative mindset to enhance your organization's digital infrastructure and development objectives.