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Interest & Hobbies:

- ▶ Blogging and browsing/researching web.
- ▶ Playing football.

Computer Proficiency

- ▶ Proficient in HTML/CSS
- ▶ Rudimentary knowledge in C++ and JavaScript.
- ▶ Experience in working on Windows Platform
- ▶ Experience in usual software like Word Processor, Spreadsheet and PowerPoint.

Career Objective

Looking forward to building a writing career where I can expose my internet marketing knowledge and skills that integrates towards my personal in addition to the organizational growth.

Professional Experience

- 1. Blogger/ Ghost Writer- Freelancer (Apr 2015 - Today)**
Develop articles related to digital marketing (PPC, SEO, Email, Content Marketing, Conversion rate, etc). Focused to provide insightful actionable content rather than writing for SEO purposes.
Accomplishments:
 - ▶ Published in various high profile internet marketing blogs and other popular websites
 - ▶ Developed blog content as ghost writer for various company blogs including MariposaAgency.com and BlueStout.com
- 2. Internet Marketer- SoftUnique Creations Pvt. Ltd. (Mar 2013 - Mar 2015)**
My job was to develop design concepts for client websites. Build copy for consumer websites and online advertisements. Administrated client's marketing plans to maximize ROI.
Accomplishments:
 - ▶ Boost up the clients' conversion rate by recreating landing pages and enhancing overall marketing strategy.
 - ▶ SEO audited clients' website and optimize it for improved organic traffic.
 - ▶ Worked closely with clients to ensure the deliverables satisfy the customer requirements.
- 3. Community Relations Manager- rtCamp.com (Aug 2012 - Dec 2012)**
My job was to increase brand awareness and expand the reach of their products by content marketing. Crafted blog content, product description, reports and other online content.
Accomplishments:
 - ▶ Work has got featured in popular internet marketing blogs like JohnChow.com
 - ▶ Products got mentioned and featured in different websites and publications.

Publications & Mentions

- ▶ My work has been featured in popular websites including ProBlogger.net, JohnChow.com, DailyBlogTips.com, Edutopia.org, and many more...
- ▶ I am the author of premium ebook "Definitive Guide to Google Summer of Code", a guide for student candidates who are willing to participate in Google Internship program 'Summer of Code'.

Skills

- ▶ Excellent written and verbal communications skills developed by writing for various publications online and discussing about projects with colleagues respectively.
- ▶ Work experience in various aspects of digital marketing including PPC management, Conversion Rate Optimization, blogging, SEO/SEM, Social Media, etc.
- ▶ Good leadership skills developed through working with web designers for building client websites

Education

- ▶ B.E- Electrical and Electronics Engineering
Anna University
2012