

Narendra Sharma

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Education

MBA

IT & MARKETING

- ▶ Swami Vivekanand Subharti University
- ▶ Meerut - 250005 (U.P.)

B. Tech (C S E)

COMPUTER SCIENCE & ENGINEERING

- ▶ From State University **UPTU**
- ▶ Aligarh, U.P. 202001

CERTIFICATE

ETHICAL HACKING & CYBER SECURITY

- ▶ Conducted by **Geeks lab Technologies Pvt. Ltd**
In association with **AIESEC-IIT Delhi**.

INFORMATION SECURITY & CYBER FORENSICS

- ▶ Conducted by **CyberCure Technologies Pvt. L**

PHP TRAINING

- ▶ Conducted by **HCL Learning Ltd**

ADVANCE DIPLOMA IN COMPUTER PROGRAMMING

- ▶ Conducted by **JNCSM Delhi**

COURSE ON COMPUTER CONCEPTS (CCC)

- ▶ Conducted by **N.I.E.I.T.**

HTML5, CSS5, JavaScript

Classic web development (portfolio, blogs)

Digital Marketing

Complete Core Working Experice in Digital marketing with Organic and Paid

Research

Data analysis, Personas & user journey maps ,
General Problem solving

Figma

Wireframes, High fidelity prototypes, rapid
animations

VS Code & Dev Environment

Development Environment for Complex projects &
dynamic website Development.

More tech tools accordingly.....

Work Experience

Sr. DM & Development – **Stimulus Research**

JUNE 2022 – PRESENT

- ▶ Working on Digital Marketing Strategy For clients, Paid campaigns on Google and Facebook
- ▶ Web Development For Clients Business
- ▶ Various E-commerce Business portal Managment like Amazon, Flipkart, Snapdeal, meesho.
- ▶ Clients Meetings And documentation of the Project by excel and google sheet.
- ▶ Managing various role and responsibility on the demand of the company.

Digital Marketing Manager – **Realtyassistant**

MARCH 2021 – MAY 2022

- ▶ Well-versed in Digital marketing plans, models, strategies, Networking with all leading social media platforms.
Track companies web portal traffic flow and provide reports with ideas to improve the flow and optimizing landing pages and user funnels. A/B and multivariate experiments.
- ▶ Report Genration by google Data studio, Google spreadsheets And Excecl
- ▶ Landing page development with WordPress, Server migration and multi server maintenance.

BD & DM Manager – **BLD Dine Homes**

FEBRUARY 2020 – MARCH 2021

- ▶ Improvement of sales and marketing strategy
- ▶ Managing Digital Marketing And Development Activity & Responsibility.
- ▶ Performing ASO, SEO, PPC, SMO for Company apps on Google Play & Apple store platform.
- ▶ Lead internal style guides and branding

Digital Marketing Manager – **Priyanshi G & S**

MAY 2018 – NOVEMBER 2019

- ▶ Provide the solution for the all-Project Problems
- ▶ Develop and implement SEO and PPC strategies. Using Google Analytics, Google AdWords, Google Webmaster and other relevant sites
- ▶ Evaluating competitor & Digital Marketing strategies and creating plans to overtake them.
- ▶ Paying particular attention to any significant Google algorithmic changes. Be actively involved in SEO efforts (keyword, image optimization etc.)

Skills

Digital Marketing

- Google Ads
- Facebook Ads
- SEO
- G. Tag Manager
- SMO
- G. Analytics
- Server Maintenance
- G. Search Console
- Market Research
- G. Keyword Planner
- Competitor Analysis
- Ubersuggest
- Ahrefs
- Majestic
- Moz
- Screaming Frog
- SEMrush
- G. Trends

Collaboration

- Organised
- Pro-active
- Autonomous

Technical

- Adobe Suite
- Figma, AdobeXD
- Bracket
- Photoshop

Design

- Wireframing
- Visual design
- Prototyping
- UX writing
- Interface design
- Product thinking & strategy
- Interaction design
- Typography

Digital Marketing Floor Manager -Irvine Infocom

APRIL 2017 - MARCH 2018

- ▶ Ensure the task given by manager. Responsible for meeting the targets assigned by manager for delivering the projects timely.
- ▶ Evaluating competitor & Digital Marketing strategies and creating plans to overtake them.
- ▶ Play a significant role in long-term planning, including an initiative geared toward operational excellence.
- ▶ Manage the project schedule Minimize the work and to maximize the outputs.

SEO Expert Team Leader - Etheral IT Solution

JUNE 2016 - MARCH 2017

- ▶ All On Page & Off Page SEO strategy including technical SEO to company and client projects for organic growth.
- ▶ Classified, Bookmarking, Article Submission, Media Submission (Video, PPT, PDF, Image), Forum Posting and Question & Answering.
- ▶ Improvement of sales and marketing strategy Performing SEO, PPC, SMO for Company apps on Google Play & Apple store platform.

SEO Executive - Seoczar IT Services

FEBRUARY 2016 - MAY 2016

- ▶ Classified, Bookmarking, Article Submission, Media Submission (Video, PPT, PDF, Image), Forum Posting and Question & Answering
- ▶ Assured wireframing, prototyping and developer handoff
- ▶ Lead internal style guides and branding

Entrepreneur

APRIL 2014 - PRESENT

I have started a Computer Institute As a self-employed entrepreneur, we are providing software, hardware and networking education to the students. I help clients with their branding, from logos to designing their website to marketing. I offer a broad variety of services with a particular focus on product branding.

- ▶ WordPress Website Design
- ▶ Social content and strategy
- ▶ Optimization "php" Website and Others.

Declaration

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief and I undertake the responsibility to inform you of any changes therein, immediately.

Date:

...../...../.....

Signature:

NARENDRA KUMAR SHARMA