

# ALKA SINGH

Sultanpur, New Delhi, India

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## OBJECTIVE

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I aim to work for the company where I can put to use my qualification as well as knowledge and skills acquired during my course of experience. I will prove to be an asset for the company.

## EXPERIENCE

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### Digital Marketing Executive at MTF Infotech PVT. LTD.

Feb 2020 - Present

Responsible for managing 4 domains assigned to me during work period.

- Performed all the tasks required for the assigned domain such as Content Writing, Writing Post, designing feature images, Google Ads, Google Analytics, SEO, SMM, keyword research and Affiliate Marketing.
- Guided my teammates regarding SEO, SEO plugins, Google Ads and Keyword research.

**Certification in digital marketing course offered by Rob Percival from Udemy.** Dec 2019 - Feb 2020

### Privilege Banker(PO) at ICICI Bank

February 2019 - Dec 2019

Completed Post Graduate Diploma in Banking (PGDB) from ICICI Manipal Academy For banking and insurance (IMA) under ICICI PO program and having knowledge of **banking operation, accounts, retail credit and Finacle 10x**

## EDUCATION

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### Bachelor of Technology in Computer Science and Engineering

July 2017

Kalindi College,  
University Of Delhi, CGPA: 65.3/100

### Intermediate

July 2013

L.P.S. Inter College, UP board, CGPA: 85/100

### High School

July 2011

L.P.S. Inter College, UP board, CGPA: 72.6/100

## PROJECTS

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### Bestreviewspot.com

Aug 2020 - Present

*Independent Project*

- Designed and developed an online product reviews system.

### Basic Chat model

August 2016 - May 2017

*Major Project*

- Designed and developed an online messaging platform for authorized users to send messages in encrypted form.

## TECHNICAL SKILLS

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**Affiliate Marketing, Content Writing, Wordpress, HTML, SEO(On-Page and Off-page optimization), Google Ads, Google Analytics, Canva-Design, Ahref, Keyword research, SMM, Finacle 10x, Windows OS, and Microsoft Office**

## ONLINE COURSE

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### **The Complete Digital Marketing Course From Udemy**

30 Dec 2019 - Present

*Instructor: Rob Percival*

- Completed Online course on digital marketing from Udemy which covers several topics SEO, WordPress, Email Marketing, YouTube Marketing, Social Media Marketing, Google Adwords etc.

## INTERNSHIP/TRAININGS

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### **Web designing training in PHP at Apex Pvt. Ltd Noida**

**Project Title : Digital Notice Board**

June 2016 - August 2016

Learned new materials, processes and programs quickly to maximize performance.

- Designed a web portal for registered users of the college to see the notifications online.

## KEY STRENGTH

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Fast Learner, Positive Attitude and Self Motivated.