

Bharath Anand S

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Career Objective:

To pursue a challenging career with dedication and provide my efficiency to the fullest in an organization by using my knowledge, skills, and attitude.

Educational Qualification:

Course	School/college	Board/University	Year	Marks Obtained
MMS	BSBS-The B School, Bengaluru	Bengaluru City University	2022	75%
B. Com	Government First Grade College, Sagar.	Kuvempu University	2020	55%
PUC	Government PU College, Sagar.	Karnataka Secondary Education Examination Board	2017	52%
SSLC	Shree Ramakrishna Vidyalaya, Sagar.	Karnataka Secondary Education Examination Board	2015	69.88%

Technical Skills:

- **Search Engine Optimization (SEO)**
 - Website Audit (Responsive Check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirection)
 - Keyword Research Using Google Keyword Planner Tool
 - On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation)
 - Google Analytics Setup, analyze, monitor and reporting.
 - Google Webmaster (Search Console) Setup analyze, monitor and reporting, xml sitemap integration.
 - Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc)

- **Search Engine Marketing (SEM)**
 - Google Ad Words Account Setup
 - Search Network (Campaign, Ad Group and Ad creation, Negative Keywords, all ads Extension, Conversion Setup, ROI Calculate)
 - Display Network (Account Set up, Campaign, Ad Group and Ad creation, Conversion Setup, ROI Calculate)

- **Social Media Optimization (SMO)**
 - Facebook (Profile creation, Page creation, Group creation, organic and paid Activities)
 - Twitter
 - Pinterest
 - LinkedIn
 - Instagram

- **Email Marketing**
 - Tools setup
 - Create Template, Edit Page and include their content.
 - Generate Email database and Import audience in tools.

- **Video Marketing**
 - SEO (Keyword research, create title & description, Find suitable tag)
 - SEM (Advertise video with the help of Google AdWords')

Certificates and Achievements: -

- Certificate for Completion of Fundamentals of Digital Marketing by Google
- Certificate for Completion of Digital Marketing Course by Unacademy

Computer Skills:

- Sound Knowledge of Ms-Word, Ms- Excel, Ms-Power.
- Well experienced with use of internet.

Working Experience:

Company Name: Organic Harvest Pvt. Ltd.
 Job Role: Business Development Executive
 Experience: 1 year

Personal Profile:

Name	: Bharath Anand S
Nationality	: Indian
Religion	: Hinduism
Date of Birth	: 29-Jun-1999

Languages Known

: Kannada, English and Hindi

Interest in

: Travelling, Photography

Declaration:

I hereby confirm that the information given above is true to my knowledge and belief.

Date:

(Bharath Anand S)