Anand Saurav
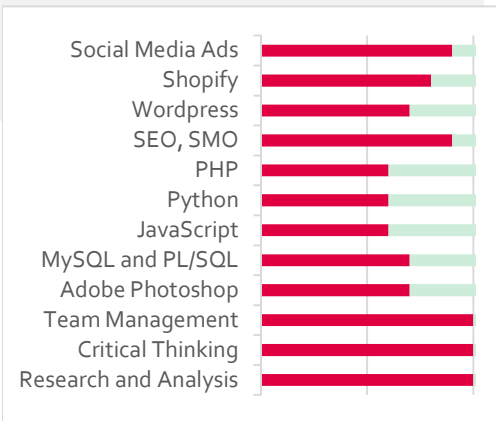
Digital Marketer -cum- Web Developer

📞 +91 8130780614 (WhatsApp)

✉️ anandsauravkarn@gmail.com

📍 Ranchi/Jharkhand/India

👤 https://www.linkedin.com/in/anand-saurav-154a74114

💬 anandsaurav01

SKILLS

- Social Media Ads
- Shopify
- Wordpress
- SEO, SMO
- PHP
- Python
- JavaScript
- MySQL and PL/SQL
- Adobe Photoshop
- Team Management
- Critical Thinking
- Research and Analysis

CERTIFICATIONS

- *Software Development using JAVA Fx by Carter Radley LLC*
- *Google Analytics Individual Qualification*

INTERNSHIPS

Organizations

- *HYFN Games (Jun-17 to Aug-2017)*
- *Technoplanet Lab Pvt. Ltd. (Aug-2018 to Jan-2019)*

EDUCATION

Bachelor of Technology

Manav Rachna International Institute of Research and Studies

2014-2018

ABOUT ME

Enthusiastic Web Developer & Digital Marketer, eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to learn, grow and excel in Information Technology Industry.

WORK EXPERIENCE

Digital Marketing Head – cum – Web Developer
IONCARES INDIA / Sector -40, Gurugram / Oct-2020 to May-2021

- Managing Facebook Ads and Delivering Quality Leads and Bringing More Traffic to Website.
- Managed and Worked as Creative Team Lead to produce exclusive designs for Social Media Posts and Site Graphics.
- Developing an E-commerce Site www.amrutum.co.in & Making creative theme modifications and enhancements.

Web Developer
Backyard4 / Central Delhi, New Delhi / Oct-2019 to Oct-2020

- Developing frontend elements like custom add to cart buttons, sticky sections, etc. for Shopify Store.
- Migrating the Site to WooCommerce and removing all the limitations faced in Shopify Store.
- Making creative theme modifications and enhancements.

Freelance Ecommerce Marketplace Manager and SEO
CorsetsNmore / Faridabad, Haryana / Jun-2020 to Sep-2020

- Listing, Debugging and Updating Products on several marketplaces like Amazon.com and Wish.com.
- Creating blogs and backlink of the official website www.corsetsnmore.com.
- Designing, Editing and enhancing the look of product images in Adobe Photoshop.

SEO and E-Commerce Assistant
Technoplanet Lab Pvt. Ltd. / Faridabad, Haryana / Jan-2019 to Oct-2019

- Developing E-commerce site www.makerware.in on Magento & Shopify.
- Modifying and implementing features like PWA, Empty cart, custom product permalinks, SKU Generator with PHP and MySQL, etc.
- Monitoring and enhancing on-site and off-site SEO and integrating the site to Facebook, Google Analytics, Google Merchant and Bing and other webmaster tools.
- Modifying and creating valuable site content such as product descriptions, meta fields, editing product images, etc.
- Managing and handling the online store inventory and working in parallel with the dispatch and store department.