

Prabhjot Singh

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PROFILE

Certified Digital Marketer, looking to work in a creative and challenging environment.

Passionate problem solver with an affinity for identifying & adopting emerging trends to achieve organizational objectives.

CORE COMPETENCIES

- SEO
- Analytic Tools (Google Analytics, Google Search Console)
- E-Commerce Marketing
- Shopify
- Affiliate Marketing
- SEM
- Mobile Marketing
- Facebook
- LinkedIn
- Youtube
- CMS (Wordpress)
- Email Marketing
- Google Ads
- Twitter
- Pinterest

CERTIFICATIONS

Google Ads Search Certification	May 2021
Google Ads Display Certification	May 2021
Google Ads Video Certification	May 2021
Google Analytics Individual Qualification	March 2021
Google - The Fundamentals of Digital Marketing	March 2021

INTERNSHIP & TRAININGS

CHANDIGARH INSTITUTE OF INTERNET MARKETING

MAR 2021 – PRESENT

Chandigarh(India)

- Developed a WordPress website from scratch: <https://thefoodconnoisseur.co.in/>
- Integrated the new website with Google Analytics, Google Search Console and Bing Webmaster.
- Implemented SEO – Both On-Page (Meta tags, Keywords Research, Sitemap creation, Website Tracking Tools) and Off-Page (Back-links building).

F-TEC

JAN 2016 – MAY 2016

Bathinda(India)

- Developed an Old Books Management System application in Core Java using Bootstrap for UI Enhancement.

EDUCATION

Bachelor of Technology (Computer Engineering)

Punjabi University, Patiala

OTHER INTERESTS

- Watching Youtube Vlogs
- Reading, mostly fiction
- Playing pool

REFERENCES

Available upon request.