



# KRISH AGGARWAL

Digital Marketer

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## EXPERIENCE STATISTICS

Programming  
&  
Development

Data &  
Analytics  
Tools

Designing  
& Other  
Tools

Digital  
Marketing  
& CRM

## ABOUT ME

Experienced Digital Marketer, skilled in boosting brand visibility and engagement. Proficient in content creation, SEO, social media management, and PPC advertising, with a strong software development background. Demonstrated ability to craft impactful campaigns, optimize performance through analytics, and collaborate cross-functionally to drive measurable growth. Committed to continuous learning and leveraging cutting-edge tactics to achieve lasting success in dynamic markets.

## Address:

H.No.HIG-687, Sector 63, Phase-9,  
Mohali - 160062, Punjab (India)

## ACADEMIC QUALIFICATION(S)

- **B.E Computer Science Engineering**, Chandigarh University, Gharuan, Jun 2022
- **10+2**, Sri Guru Gobind Singh Senior Secondary School, Chandigarh, Mar 2018
- **10th**, Saupin's School, Chandigarh, Mar 2016

- **Digital Marketing Specialist (Contractual), Total Synergy Concepts** - 8th May 2024 – 1st July 2024
- **Digital Marketing Specialist, VIS Learning** - 15th June 2023 – 01 May 2024
- **Web Designing & Content Writer (Contractual), SAPINFRA TECHNOLOGIES PVT. LTD.** - 15th Sep 2023 – 10th Dec 2023
- **Software Engineer, Beans.ai** - 1st Jan 2022 – 13th June 2023

## Internship(s):

- **High RADIUS TECHNOLOGY** - 1st Jun 2021 – 1st July 2021
- **Accosoft India** - 01 jun 2020 – 01 aug 2020
- **Drish Infotech Pvt Ltd** - 01 Dec 2018 – 15th Jan 2019

## PROFESSIONAL SKILLS

- **Programming & Development:** Python, C, C++, IoT, MySQL, Linux & Windows OS, CSS, Microsoft Word, Microsoft PPT
- **Data & Analytics:** Power BI, Tableau, Data Visualization, AI-ML, AWS Cloud Computing
- **Designing & Other Tools:** Adobe Photoshop, Figma, Sketch, Canva, Google Docs, Google Slides, Google Sheets
- **Digital Marketing & CRM:** SEO, SEM, PPC, Proofreading, Social Media Management, Email Marketing, Content Creation, Mailchimp, Salesforce, CRM (Flowlu), Google & Facebook Ads;

## TECHNICAL CERTIFICATIONS

**Meta Social Media Marketing Professional Certificate**  
**Google Project Management Professional Certificate**  
**Google Digital Marketing & E-commerce Professional Certificate**

- Foundation of Digital Marketing and E-commerce
- Attract and Engage Customer with Digital Marketing
- From Likes to Leads: In-tract with Customers Online
- Think Outside the Inbox: Email Marketing
- Assess for Success: Marketing Analytics and Measurement
- Make the Sale: Build, Launch, and Manage E-commerce Stores
- Satisfaction Guaranteed: Develop Customer Loyalty Online
- Google AI Essentials

## Others

- **IBM Data Science Professional Certificate**
- **Internet of Things (IIT Kharagpur)**

## **DETAILED EXPERIENCE:**

### **8TH MAY 2024 – 1ST JULY 2024 - DIGITAL MARKETING SPECIALIST (CONTRACTUAL), TOTAL SYNERGY CONCEPTS**

Experienced in web development using WordPress and Elementor Pro, creating three websites: rtoftware.com.au, rtogrowth.com.au, and totalsynergyconcepts.com. Proficient in integrating Mailchimp and Formcan for form functionalities. Skilled in graphic design with Canva for logos and images. Developed compelling website content to improve user experience and SEO. Managed CRM operations effectively using Flowlu. Enhanced educational management with the TEAMS student portal for Australian RTOs.

### **15TH JUNE 2023 – 1ST MAY 2024 - DIGITAL MARKETING SPECIALIST, VIS LEARNING**

Experienced in producing informative blog posts, articles, website content, case studies, e-books, and guides focused on immigration laws and processes. Proficient in implementing SEO strategies for content optimization. Skilled in creating content calendars, engaging audiences on social media platforms, executing successful social media campaigns, and collaborating with influencers to drive engagement and brand awareness.

### **15TH SEP 2023 – 10TH DEC 2023 - WEB DESIGNING & CONTENT WRITER (CONTRACTUAL), SAPINFRA TECHNOLOGIES PVT. LTD.**

Designed and developed a website for SAP Infra Technologies Pvt Ltd (<https://sap-infra.vercel.app/>). Created and managed content using Google Docs. Designed impactful images and logos with Canva.

### **1ST JAN 22 – 13TH JUNE 2023 - SOFTWARE ENGINEER, BEANS.AI**

Accomplished Software Engineer proficient in building responsive frontends for Beans.ai, integrating MySQL databases, and developing forms using React.js. Experienced in testing applications on Android and iOS platforms. Skilled in client relationship management, pre-sales activities, and lead generation strategies. Expertise in dashboard development for search engines like NEEVA, with a focus on enhancing user experience and driving business growth.

### **1ST JUN 21 – 1ST JULY 21 - INTERNSHIP, HIGH RADIUS TECHNOLOGY**

Experienced in content writing and SEO strategies to build websites with SEO-friendly content. Skilled in graphic design, particularly in designing logos and webpages to enhance visual appeal and user experience.

### **1ST JUN 20 – 1ST AUG 20 - INTERNSHIP, ACCOSOFT INDIA**

SEO – Made websites SEO Friendly, Google Analytics – Analyzed basic reports, built tracking records, Keyword Ranking, Google Campaigns & Advertisements.

### **1ST DEC 18 – 15TH JAN 19 - INTERNSHIP, DRISH INFOTECH PVT LTD**

Worked with Arduino by understanding IoT, Programmed in Embedded C. Worked with hardware in IoT and built a code with Arduino.

## **ACTIVITIES**

International Model United nations

Five times consecutive award winner as the commander of the group.

## **Languages:**

• American English, British English, Hindi, Punjabi, Spanish, Italian