

## **Gaurav Mishra**

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### **CAREER OBJECTIVE**

To seek challenging avenues where my knowledge matches the organisational growth.

### **PROFESSIONAL OVERVIEW**

- Bilingual professional who can perform well in multi-national environment
- Creative analytical problem solver with excellent team-building skills.
- Quick observer & keen learner with a goal oriented optimistic approach.
- Aware with the techniques and skills of SEO, SMM, CMS and hold proficient knowledge of all the popular social media platforms.
- Hold practical knowledge of Keyword Analysis, SEO, CMS, SMM Website Analysis, Initial Analysis Report, Competitor Analysis, Meta-Tag Optimization, Title Tag Optimization, Google Analytics and Google Adwords (PPC).

### **CAREER EXPOSURE**

#### **Freelance Working (Since February'18)**

- Currently working as a Content writer for news media publishing website Gabdig and developing a website for a renonced Chartered Accountant, based in Meerut.
- Developed website for Caterers4U.com (a catering service provider in Meerut), using Wordpress and also applied On Page & Off Page SEO techniques for it learned during my course tenure.
- Also working on SMO for the Caterers 4 U facebook page so as to get few organic results before creating ads.
- Ran Facebook lead generation ad for 2 weeks for the website "My Super Kid."

#### **Position- Customer Relationship Executive**

##### **Company- Sharda Exports, Meerut (Since October'16- January'18)**

- Acted as a mediator between the buyer & production team so as to keep them updated about the status & refurbishment required if any.
- Scheduling The inline & final inspection of the product before dispatch as per the meeting with the production team.
- Generate Business to the company by searching for new buyers, following up with potential buyers & satisfying existing customers.
- Analysing latest marketing trends and tracking competitor's activity and providing inputs for marketing strategies.
- Putting forward various marketing ideas from time to time for stock clearance.
- Design, develop and follow up for samples in coordination with sampling department.
- Executive of various programs in coordination with marketing/merchandising manager.

**Position- Maintenance & ISO executive (January'15-September'16)**

**Company – Sharda Exports, Meerut**

- Look after the building maintenance at company's various branch offices & units at Meerut, Haridwar, Noida, Panipat & New Delhi.
- Executing the general construction work as per the requirements like Fire Water Tank, PEB structure, Bifurcation Wall made by fabrication work & installation of sprinkler system and modular sprinklers in the factory premises.
- Taking care of Audit activities in the factory premises & resolving the NCs of the factory as per the Auditor's reviews & comments.

**Position- Design Intern & Quantity Surveyor (June'14-December'14)**

**Company – Shell Architects, Meerut**

- Learn the AutoCAD designing of buildings & estimating their cost of construction.

**Position- Site Engineer (August'13-April'14)**

**Company – Ramesth Constructions Pvt. Ltd, Neemrana**

- Worked as Project Site Engineer at Eldeco Hillside and assisted the billing department in estimating the cost of constructions.

**INTERNSHIPS & EXTRA ACHIEVEMENTS**

- Contributed to the Swachh Bharat Mission by designing economical toilets to be built in the remote villages near Meerut as a social project started by Mr. Jitendra Kumar Gupta (Chairman, Sharda Exports).
- Summer Intern, PROJECT UNDERTAKEN: Building Material & Construction in ERA landmarks Ltd.
- Project Report at college level: High Rise Building (G+6 Residential Building) Construction & Quantity Survey

**SCHOLASTICS**

- Currently pursuing a course in Digital Marketing for practical work experiences.
- Certified in Google's Analytics, Adwords and Online Marketing Fundamental Programme.
- Certified Knowledge of Auto CAD in 2014
- B. Tech (CE) from UPTU in 2013
- 12th, SSC (CBSE) in 2009
- 10th, HSC (CBSE) in 2007

**PERSONAL PARTICULARS**

- Date of Birth: 09th December 1991
- Address: 95/251 Gupta Colony, Transport Nagar, Meerut, Uttar Pradesh, 250001
- Marital Status: Single
- Hobbies: Reading books & a big time sports follower