SACHIN KUMAR

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OBJECTIVE

Digital Marketing Specialist and Web Developer with a proven track record of increasing organic website traffic and achieving 100% SEO scores on Google PageSpeed. Skilled in crafting impactful marketing campaigns, leveraging tools like Ahrefs, SEMrush, and Google Analytics. Seeking a role to drive business growth through innovative SEO and data-driven strategies.

SKILLS

Technical Skills	Web Devlopment (MERN) , E-commerce Platform devlopment
SEO and Marketing Tools	Ahrefs (Advanced), SEMrush (Advanced), Google Analytics (Intermediate)
Advertising Skills	Facebook Ads, Google Ads, Facebook E-commerce Ads
Creative Tools	Canva (Advanced), Figma (Advanced), Graphic Designing
Content and Strategy	Content Creation, Copywriting, Blog Optimization, Keyword Research
Soft Skills	Communication, Team Collaboration, Problem-Solving, Adaptability

EXPERIENCE

Web Developer and SEO Specialist — July 2024 – Present
BulkSender (Web App Project) - Developed a campaign app for WhatsApp and email using CSV files, achieving a **90–100% SEO score** on Google PageSpeed. - Designed a modern UI and optimized performance to enhance Google search rankings.

Freelance SEO Specialist and Web Developer — 2022 – Present
- Boosted client website traffic by 35% and improved campaign performance by 25% through SEO and design. - Created an e-commerce website for **VK PG & Hostels**, managing ads and Google Business profiles.

PROJECTS

Macroscope Platform Development - Built an interactive platform for market maps, achieving **100% SEO** and **98% performance benchmarks**. - Tools: Next.js, Tailwind CSS, Google Analytics, Ahrefs. [View Project](#)

AI Image Generator Web App - Designed and developed a text-to-image generator can handle 1,500+ monthly active users. - Tools: Next.js, Replit API, SDLX model, Tailwind CSS. [View Project](#)

iPhone Clone Website - Created a responsive clone featuring **3D animations**, increasing engagement by 40%. - Tools: React.js, CSS. [View Project](#)

EDUCATION

Bachelor of Technology, IIMT College of Engineering and Technology	Expected 2025
Intermediate (12th grade), Rajdev Singh Inter College	2018 - 2020
High School (10th grade), GDC High School	2018

CERTIFICATIONS

- [Digital Marketing](#) – HubSpot Academy (Issued: 2024)

- [Digital Marketing Master Class](#) – Udemy (Issued: 2023)

- [Google Analytics Certification](#) – Google Skillshop (Issued: 2024)