

ATUL TIWARI

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PROFESSIONAL SUMMARY

Motivated Digital Marketing Intern currently pursuing B.Tech in Computer Science, with a completed Diploma in IT. Skilled in Digital Marketing, SEO, keyword research, backlink building, local SEO, and Google Business Profile. Also have practical knowledge of Excel, Power BI, MS Office, HTML, CSS, Bootstrap, JavaScript, and ASP.NET. Eager to apply my skills in a professional environment and continue learning and growing.

TECHNICAL SKILLS

Digital Marketing: Search Engine Optimization (SEO), Keyword Research, On-Page SEO, Off-Page SEO, Backlink Building, Social Media Marketing, Meta Ads (Facebook & Instagram), Google Business Profile (GBP), Google Search Console (Basic).

Data Analytics: Microsoft Excel, Power BI, Data Cleaning & Analysis, Data Visualization, Basic Dashboard Development.

Technical Skills: HTML, CSS, Bootstrap, C Language, JavaScript, Asp.Net, Content Writing.

Tools: Canva, Microsoft Word, Microsoft Excel, Microsoft Power Point.

Soft Skills: Communication Skill, Teamwork, Problem Solving.

EXPERIENCE

Digital marketing Intern (Digicoders Technology Pvt. Ltd.)

- Worked on basic SEO activities including keyword research and SEO analysis.
- Assisted in On-Page and Off-Page SEO activities.
- Worked on backlink building and local SEO activities.
- Gained Practical knowledge of Google Business Profile (GMB).
- Assisted in improving website visibility through digital marketing techniques.
- Managed social media platforms and supported the creation of Meta Ad campaigns to enhance brand visibility.

Data Analytics Intern –

- Worked on the cleaning, analysis, and interpretation using Microsoft Excel.
- Created interactive dashboards and visual report using Power Bi.
- Used Excel Functions and data analysis techniques to identify useful insights.

- Worked with charts, tables, KPIs, and filter to present data effectively.

Summer Trainee – Web Development (Digicoders Technology Pvt. Ltd.)

- Completed practical training in web development using **Asp.Net** for backend development.
- Worked with **HTML, CSS, Bootstrap**, and **JavaScript** for fronted development.
- Gained understanding of creating responsive and user-friendly web pages.

PROJECTS

Tourist Places Keyword Research – Digital marketing

- Conducted keywords research for tourist placed to identify relevant and search-friendly keywords.
- Analyzed keywords based on search volume, relevance, and competition.
- Organized keywords to support SEO and content planning.

PhonePe & Banking Data Analysis – Data Analytics

- Analyzed transaction and banking data using Microsoft Excel and Power BI.
- Created Chart, KPIs, and dashboards to identify trends and useful insights.
- Used data visualization techniques to present analytical findings effectively.

Online Job Portal – Web development

- Developed an Online Job Portal as part of Summer Training using ASP.NET.
- Built frontend interfaces using HTML, CSS, Bootstrap, and JavaScript.
- Worked on backend functionality and integration for the web application.

EDUCATION

(B.Tech) -- Computer Science & Engineering
GCRG Group of Institution Lucknow (Appearing)

2026

Diploma in Information Technology
Government Polytechnic Mirzapur

2023-2026

CERTIFICATIONS

- Digital Marketing Internship Certificate.
- Asp.Net Summer Training.