



NEERAJ PANWAR

Consultant

Contact

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Skills

Python  Good

Android Application  Good

SEO  Very Good

WordPress  Very Good

- Innovative, forward-thinking individual seeking to build a progressive career in Finance & Associated Research by harnessing knowledge, skills, and experience.
- Collaborate with business and technical stakeholders to evaluate business goals, identify business problems, and propose solutions/initiatives.
- Responsible for delivery with excellence, meeting timeline, and committed quality levels.
- Having considerable knowledge of Application Development using Python.
- Experience in working with various Python IDE like IDLE, PyCharm, and PYDev.
- Analytical and proficient knowledge in areas of B2B SaaS Content writing, digital marketing, WordPress, SEO, and with a mindset of a curious learner. Excellent verbal and written communication skills & Highly adaptable to unique team dynamics and diverse work cultures.
- Enthusiastic about Research and Analysis and eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of public policy and training in problem-solving. Motivated to learn, grow and excel in the field of Financial Markets.

Work History

2021-11 -
Current

SEO and Content Manager

Paridhi Webtech Pvt. Ltd

- Build and setup a team of 3 for Digital Marketing Segment of company.
- Managed content distribution to online channels and social media platforms.
- Used content management system to analyze user engagement and website traffic metrics.
- Conducted regular content audits to identify gaps and redundancies of content
- Employed SEO tools and Techniques to augment end-user traffic by 15 percent.
- Helping client generate additional 20-25 % of revenue by Digital Marketing Ad-Campaigns.
- Edited and sourced images and videos using Canva.

2018-12 -
2019-04

SEO and SMO Executive

DataCultr Pvt. Ltd. , Gurgaon

Databases - MySQL

Very Good

Windows, Windows NT

Very Good

MacOS

Very Good

- Learned and employed Social Media Marketing Techniques to augment Brand Reach and generate leads.
- Attracted potential clients by employing Digital Marketing Techniques resulting in additional revenue.
- Generated Approx. 20 percent additional revenue by Ad-Campaigns (South American Region)
- Writing, Blogging and publishing content on Website for Digital Marketing purposes
- Develop Info-graphics and Explainer Videos for Brand and Product Promotions.
- Handling various Social Media Accounts of Company viz LinkedIn, Twitter, and Instagram.

2015-08 -
2017-03

Lead Web Developer

Plestizon Industries

- Planned website development, converting mock-ups into usable web presence with HTML, JavaScript, AJAX and MySQL coding.
- Provided front-end website development using Shopify, WordPress and other editing software.
- Employed Company's web application (E-commerce) and other technology and optimize corporate presence.
- Adhered to SEO best practices while designing webpages.

Education

2018-07 -
2020-11

Master of Arts: Sociology

IGNOU - New Delhi

2010-07 -
2014-08

B.Tech: Information Technology

Rajasthan Technical University - Kota, RJ

GPA: 7.62

- Awarded Top Position at Tech-Fest Event for 2 consequent years.

Additional Information

- Prepared for UPSC Exam (IAS) for 4 years with one

year drop, for pursuing Master's in Sociology.

- **Wrote UPSC mains exam twice : 2017 & 2020**
- **Gained considerable knowledge with regard to Public Policy, Macro-Economics and Government Finance.**

Hobbies

I am an avid reader of Non-Fictions, particularly biographies of world leaders in recent history. Also, I love reading self-help books and Astrology.

Certifications

2022-01	Python Bootcamp Certification by Udemy.
2021-12	Data Science and Business Analytics Certification by Udemy.