

Farhan Halim

Digital Marketer



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Ranchi, Jharkhand
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About

Completed Graduation in Bachelor's in Computer Application from St. Xavier's College, Ranchi in 2015-18 batch. Started practicing Digital Marketing since 2019 and tweaking my skills since then. Seeking an opportunity to get associated with a reputed organization where I can utilize my skills in best possible way to achieve goals of a company that focuses on customer satisfaction and gain further experience while enhancing the company's productivity and reputation.

Hobbies

- Photography
- Blogging
- PC Gaming
- Travelling

Professional Experience

Project Intern at Divisor.in

May'21-July'21

- Worked with a team to conceptualize and coordinate online promotion strategies in collaboration with teams spanning Sales, Marketing and Support
- Worked with Support Team to improve website user experience by making changes in Ui
- Worked for improvement in Marketing Strategies to improve user retention
- Created strategies for Email Marketing to existing users
- Worked on reports of plans and ideas regarding their events: Hackathon and React Workshop
- Provided Case Studies related to their niche

Achievements

- Actively providing valuable content as well as affiliate marketing on my blog through articles
- Providing Guest Post options to interested clients
- Running PPC Campaigns for affiliate partners like Nexcess, Hostinger, etc through promoting landing pages linking to their product pages
- Planning development of kartafol.com to provide Digital Marketing Tools and SAAS Applications

Certifications

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| • The Fundamentals of Digital Marketing by Google | 01/05/2021 |
| • Google Analytics for Beginners by Google | |
| • The complete Digital Marketing course by Udemy | 14/12/2020 |
| • The complete SQL Bootcamp by Udemy | 22/08/2020 |
| • Lead Generation Masterclass by PixelTrack | |

Key Skills

- Content Strategy • Digital Marketing • Brand Visibility • SEO & SEM • Product Promotion • User Engagement • Keyword Optimisation • Email Marketing
- Organic Search • PPC Campaigns • Social Media • Data Analysis • Design Skills
- Content Marketing • Team Leadership

Education

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| ST XAVIER'S COLLEGE RANCHI | 59% |
| Bachelor of Computer Applications, 2021 | |
| DELHI PUBLIC SCHOOL RANCHI | 60.2% |
| CLASS XII: SCIENCE | |
| DELHI PUBLIC SCHOOL RANCHI | 80% |
| CLASS X | |