

SHOURYA TOMAR

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SUMMARY

Motivated and detail-oriented BBA graduate currently pursuing a Digital Marketing course at Ducat. Skilled in MS Excel, Canva, Adobe Photoshop, MS Word, and PowerPoint, with a strong interest in SEO, Social Media Marketing, and Content Creation. Eager to contribute to an organization while continuously learning and developing professional skills.

EDUCATION

- Bachelor of Business Administration (BBA)** 2023 – 2026 (Completed)
Greater Noida Group of Institutes (GNGI), Greater Noida
(Affiliated to Chaudhary Charan Singh University, Meerut)
- Senior Secondary (Class XII)** 2022 – 2023
Angels Public International School, Pahasu, Bulandshahr
- Secondary (Class X)** 2020 – 2021
Angels Public International School, Pahasu, Bulandshahr

PROFESSIONAL TRAINING

- Digital Marketing Course (Pursuing)** 2026 – Present
Ducat Institute
Learning SEO, Social Media Marketing, Content Marketing, Google Ads, Email Marketing, Google Analytics, WordPress, and Performance Marketing.

PROJECTS

- SEO Optimization Project**
 - Conducted keyword research using tools like Google Keyword Planner and Ubersuggest.
 - Implemented on-page SEO techniques including meta tags, heading tags, content optimization, and internal linking.
 - Monitored website performance using Google Search Console and Google Analytics.
- Social Media Marketing Campaign**
 - Created engaging social media content and designs using Canva and Adobe Photoshop.
 - Planned and scheduled posts for Facebook and Instagram to increase engagement.
 - Analyzed campaign performance and generated insights to improve results.
- WordPress Website Project**
 - Developed a responsive website using WordPress with customized themes and plugins.
 - Implemented basic SEO practices and improved website speed and user experience.
 - Added contact forms and structured navigation for better usability.
- MS Excel Dashboard Project**
 - Created interactive dashboards using Pivot Tables, Charts, and advanced Excel functions.
 - Used formulas like VLOOKUP, IF, SUMIF, COUNTIF, and Conditional Formatting.
 - Analyzed sales and customer data to generate meaningful business insights.

TECHNICAL SKILLS

Digital Marketing	: SEO (On-Page & Off-Page), Social Media Marketing, Content Marketing, Email Marketing (Learning)
Tools	: MS Excel, Canva, Adobe Photoshop, Microsoft Word, Microsoft PowerPoint
Analytics	: Google Analytics (Learning), Google Search Console (Learning)
Website	: WordPress (Learning)
Other Skills	: Basic Google Ads (Learning), Performance Marketing (Learning)

SOFT SKILLS

- Communication
- Teamwork
- Problem Solving
- Time Management
- Quick Learning
- Adaptability

CERTIFICATIONS

- Digital Marketing Course (Pursuing) – Ducat Institute

LANGUAGES

- Hindi (Native)
- English (Professional Working Proficiency)

EXTRACURRICULAR ACTIVITIES

- Actively participated in college events and competitions.
- Interested in content creation, design, and exploring digital marketing trends.
- Passionate about learning new skills and staying updated with industry advancements.