

Sarwang Shukla

Digital Marketing & SEO

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PROFESSIONAL SUMMARY

Developer-turned-marketer who sets up the technical foundations of growth: SEO-friendly site structures, GA4 and Google Tag Manager tracking, conversion-focused landing pages and WhatsApp enquiry funnels. Experienced in reporting performance metrics and variances to leadership.

CORE COMPETENCIES

- Technical and local SEO, Search Console
- GA4 and Google Tag Manager implementation
- Conversion tracking and performance reporting
- Landing pages and WhatsApp enquiry funnels
- LinkedIn content and community (2K+ followers)
- HTML, CSS, JavaScript for marketing pages

PROFESSIONAL EXPERIENCE

Project Coordinator Nov 2025 – Present
BIG Language Solutions · Noida, India

- Own quality tracking for data-labelling and evaluation deliverables and report findings to stakeholders.

Technical Project Coordinator (Contract) Mar 2025 – Nov 2025
MRCC Group · Noida, India

- Monitored quality and performance metrics with Google Analytics and Tag Manager, reporting variances to leadership.

Junior Software Developer Mar 2024 – Feb 2025
Bcloud Web Services Pvt. Ltd. · Noida, India

- Backend development in Python, PHP and MySQL, plus API integration.

Program Manager Jan 2023 – Mar 2024
Kinetic Sage Technologies · Mathura, India

- Delivered client builds including the YFP Bikaneri e-commerce store and a real-estate property CRM.

SELECTED PROJECTS

- MaxLift UAE** (Business website · Catalogue, maxliftuae.com): A product catalogue site for a lifting and material-handling equipment supplier serving construction, marine, offshore and industrial clients across the UAE.
- Kanha Travels** (Travel · Booking, thekanhatravel.com): A travel agency website for pilgrimage and sightseeing tours across India and abroad, plus luxury vehicle rentals.
- Agrawal Developers** (Real estate, agrawaldevelopers.com): A real-estate website for premium residential plots in Mathura and Vrindavan, covering buying, selling and investment.

EDUCATION

- B.Tech, Computer Science Engineering**, GL Bajaj Group of Institutions (2021 – 2025)
- Senior Secondary (XII), PCM**, Kendriya Vidyalaya (2020 – 2021)

CERTIFICATIONS & ACHIEVEMENTS

- Supervised Machine Learning: Regression and Classification (Issued Mar 2026)
- MongoDB for SQL Experts (MongoDB · Jun 2024)
- Data Science Master Program (Python data analysis & predictive modelling)
- Winner, IEEE PES Day Innovation Ideation 2024 (Award)