

# BARKATH NISHAR S

Digital Marketing Executive | SEO Specialist | Social Media Marketing

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## PROFESSIONAL SUMMARY

Digital Marketing professional and BCA graduate with hands-on experience in SEO, SMM, SEM, and content marketing. Strong technical background in HTML, CSS, JavaScript, PHP, MySQL, and Python, supporting data-driven marketing, Google Analytics, and automation. Currently working as a Digital Marketing Intern at LeadPro Infotech, **executing real-time SEO and social media campaigns.**

## SKILLS

SEO (On-page, Off-page, Technical SEO), Keyword Research, Google Analytics, Social Media Marketing (Instagram, Facebook, LinkedIn), SMM, SEM, Google Ads Basics, Content Marketing, Video Editing, Poster Designing, HTML, CSS, JavaScript, PHP, MySQL, Basic Python, AI Tools

## PROFESSIONAL EXPERIENCE

### Digital Marketing Intern

LeadPro Infotech | Aug 2025 – Feb 2026

- Executing on-page SEO optimization and keyword implementation to improve search visibility
- Managing social media content calendars and posting schedules
- Assisting in SEM campaigns and performance analytics
- Creating marketing creatives, posters, and video content

## PROJECTS

### Personal Finance Management System

- Developed a web-based finance management system using HTML, CSS, JavaScript, PHP, and MySQL
- Implemented expense tracking and secure user authentication

### Union Hub – Student Networking Platform

- Built a LinkedIn-style networking platform for college students
- Implemented chat, file sharing, and content posting features
- Technologies used: HTML, CSS, JavaScript, PHP, MySQL

### AI Voice Assistant

- Developed a local AI voice assistant using Python
- Integrated LM Studio for AI model execution and automation

## EDUCATION

Bachelor of Computer Applications (BCA)

Hindusthan College of Arts and Science

Graduated with Distinction

## CERTIFICATIONS

- Digital Marketing Intern 6-months – LeadPro Infotech
- Search Engine Optimization (SEO) – Coursera
- Google Ads for Beginners – Coursera
- Increase Engagement on Instagram Business Profile – Coursera
- Small Business Marketing Using YouTube – Coursera