



# Navnish Bhardwaj

DS, DM & Branding Expert

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**What am I looking for:** To be a part of dedicated organization involved in quality centric services & solutions. That will challenge and enhance my capabilities and creativity, and render a significant contribution to the organization's success.

**What am I doing:** I have pro-actively been managing social media; analyzing products & advanced analytics & helping in engaging customers. I have been spending a lot of time understanding the business needs & audience that organization has been catering to.

My case values comprise of being responsible, punctual, patient, deep researching, dealing with challenges & coming out with the solutions. Self motivated & dedicated, I can work alone quite well but I am the best version of myself when collaborating with others. I am extremely passionate about my work and deliver nothing but the best.

## Educational Qualification

### Master of Computer Application – 2014 (Chandigarh Business School)

It's a three year long professional post-graduate programme for candidates wanting to delve deeper into the world of computer application development with the help of learning modern programming language. An MCA degree endows students' an opportunity to work with tools meant to develop better and faster applications.

### Bachelor of Computer Applications – 2010 (Adarsh Bhartiya College)

BCA is a three year undergraduate degree programme and is one of the most popular options to get started with a career in Information Technology; the course gives you an insight into the world of computers and its applications.

### 10+2 Intermediate of Commerce – 2007 (Adarsh Bhartiya Collegiate School)

It's similar to K12 education system and equivalent to the International Baccalaureate & GCE Advanced Levels in the west. Stream Commerce (I. Comm.) is a branch of any business which covers the economical part of the social, political & technological system.

## Deliberate Researches

- **Influence of Social Media** Advertisements on Purchase Behavior: A case study of urban and rural families.
- **Classified Portal:** Education classified portal, which support all retina features including rating, listing, submission, Google APIs, institutes and students interaction area, UF dashboard for list submitter etc.
- **Affiliate:** As of for now only two plugins are available under WordPress library to inherit affiliate features into website. These plugins are having very basic features. Aim is to build something which will prove to be more powerful and will give strong competition to web apps like hasoffers.
- **Comparative Study** on ecommerce portals.
- **Block Spam Referrals:** To block spam referrals shown under Google Analytic reports and to save bandwidth. Centralized database of sites, with the ability to add custom URL's and stats.

## Recommendations

"Very Passionate of what he does and brings fresh new ideas to the table. I would recommend him anytime if you are looking to work with a person who believes in himself, is very confident, and has a charismatic personality."

– Vachan Sharma, Career Coach (22 Years of experience)

"Navnish is a generous and genuine professional with a thorough understanding of his domain."

– Sanjeev Sharma, Politician (Spokesperson Punjab Congress)

"Productive, hardworking, broad-minded and forward thinking professional!"

– Ch. Ramesh Kumar Tola, Politician (MLA Candidate)

## Skill Set



## Professional Qualification & Certifications

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- One Year **Diploma in Hardware & Networking** (Grade A+) – from DEA (Affiliated to D Overseas, USA)
- **Twitter for Business** by Eric Schwartzman
- **Certified PHP Developer** – from EH1Infotech, Mohali
- Certificate in **HTML** – from CF Tech, Pathankot
- **Smart Office Professional** (Grade-A) – from Dewsoft Education Academy, Pathankot
- **Certificate in C & C++** (Grade-A) – from Dewsoft Education Academy, Pathankot
- Course in **Computer Office Applications** (Grade-A) – from Dewsoft Education Academy, Pathankot
- **Advanced Google Analytics Certification** by Google Analytics Academy
- **Data Collection** course by SocialCops Academy
- **YouTube Marketing** course by TubeTrackr
- **Brand Deals Certification** by YouTube Creator Academy
- Content ID course on **Rights Enforcement** by YouTube
- **Social Media Marketing Secrets** by Robin & Jesper
- **Creating Inclusive Content** course by YouTube
- **Managing Project Budgets** course by Luke Angel
- Certified for **Web Component Development using Java Technologies** – from NIIT, Pathankot (Affiliated to Sun Microsystem)
- The **Online Marketing Fundamentals** Certification offered by Google Digital Unlocked, ISB and FICCI
- Certified **Search Engine Optimization Professional** by eMarketing Institute
- **SEO for Local Service Businesses** Course offered by Videcation Courses
- Completed **Online Marketing Fundamentals Certification** offered by eMarketing Institute
- **Legitimate Affiliate Marketing** Course by Kudus Adu & Udemy
- **Digital Marketing Course** offered by Digital Deepak
- **Hashtag Traffic Generation** course by Infinite Income Academy
- Completed **Social Brilliant** Course taught by Laura Roeder
- Course on **Meetings Protocol** by Yousef AlSalem
- **Launch Your Leadership** by Colleen Schell
- Course on **Social Media Management** by Eric Schwartzman
- Course on **Branding Strategies To Stand Out From The Rest** taught by Obehi Peter Ewanfoh



*"Empowering GIRL Child | Education is for ALL" - Campaign and Initiative*

*"Don't Honk | Save Environment" - Campaign and Initiative*

## Seed Accelerator

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- **Crazy Cars Crew**

Confused which car is best for you? Check trends on car models, Prices, Offers, Specs, Compare Cars and read expert reviews at CCC.

- **Xduit**

India's 3<sup>rd</sup> largest Luxury Lingerie shopping destination - Best rated Lingerie based on customer reviews.

- **Dream Your Career**

Builds bridge between education seekers and providers. Educational guidance offered on numerous courses by top colleges.

- **Freaky Biz**

Highlights on bollywood news, gossip, latest movies review, cinema leaks and box office reports.

- **Career Farms**

Service centric - IT infrastructure job oriented management courses and solutions.



## Work Experience

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- **Digital Marketing Manager at Medical Tourism Co (3.4 Years – Current)**

MTC is an international medical travel facilitation company registered in the State of Texas. Medical Tourism Co has helped thousands of clients from all over the world to get access to quality & affordable medical treatments.

- Plan and execute all digital marketing, including SEO/SEM, DB, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and touch points
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Plan, execute, and measure experiments and conversion tests

- **Business & Branding Manager at Krescent Global (4 Months)**

Founded in 2016, based in New Jersey & having presence across globe. By powering On Demand Platforms, if you have an analog process that needs to go digital this venture help entrepreneurs move from startup to success without reinventing the wheel.

- Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- Collaborate with agencies and other vendor partners
- Managing budgets and a team of junior assistants
- Plan, execute, and measure experiments and conversion tests
- Design, build and maintain social media presence
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding
- Collaborate with internal teams to create landing pages and optimize user experience
- Organizing events such as product launches, exhibitions and photo shoots

- **Indigenous Brand Development Lead at Jugnoo/Socomo Pvt. Ltd. (8 Months)**

Jugnoo, a phenomenon that started as an auto-aggregator, is now a one-stop solution for all local needs. Jugnoo now provides a wide range of local services on-demand such as Auto-Rides, Food Delivery, Logistics & even a location-based local social network.

- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition
- Planning and execution of all communications and media actions on all channels, including online and social media
- Creating and managing promotional collateral to establish and maintain product branding
- Competitor and customer insights analysis
- Develop, implement, and manage marketing campaigns that promote the products and services of company
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
- Track the website traffic flow and provide internal reports regularly

### Development Team Lead at Technology Certified™ (2.7 Years)

Established Service Provider of Ethical Hacking, Training and Cyber Crime Investigations. Venture of Baghla Technologies Pvt. Ltd. Ranked 4<sup>th</sup> as 'Best Organization' in providing its services in the field of IT and Cyber Security, by SiliconIndia Magazine.

- Reporting to the Director of Research and Development
- Responsible for deciding how to approach tasks and develop a plan to accomplish them
- Managing the delivery of multiple complex simultaneous system development projects from design through to release
- Identify team goals and evaluate team progress
- Resolve conflicts, develop team strengths and improve weaknesses
- Manage and improve online content, considering SEO and Google Analytics
- Participate in reviews and meetings and provide updates on project progress

### Research Affiliate at Commission Empire (1.4 Years)

Network consists of the best top-tier advertisers and publishers. CE offers the most technologically advanced traffic generation methods available and sophisticated tracking tools which provide the accurate & real time results to take better decisions quickly.

- Track the website traffic flow and provide internal reports regularly
- Design experiments and test programs; manage and report to academic international sponsors
- Promote company's product and services in the digital space
- Creating and executing display and email-based marketing campaigns
- Fix any error in online content and arrange webinars and webcasts
- Attend networking events and product launches



Placing customer satisfaction first, integrating sales with service and service parts in a single convenient location, GT contribute to speedy and efficient service, allowing customers to experience the convince and pleasure of owning Toyota automobile. Globe Toyota incepted with a vision to deliver happiness has today become the most preferred dealership in the region and the largest Toyota dealership network in Punjab and Haryana.

- An integral part of the company's think-tank team by planning and working out the strategies, coming up with the out-of-the-box ideas, and make sure that the business goals are well aligned with the parameters of competition, nature of the products, customers preferences, and the changing business dynamics.
- Astutely follows and influences all the aspects of marketing and branding right from the PR strategies, pricing of the products, overseeing the monthly, quarterly, and yearly marketing budgets v/s the sales targets achieved, creative artworks, packaging, distribution, corporate communications, and all the related branding and marketing strategies.
- Deep understanding of the company's nature and objectives. Right from the vision, mission, short-term and long-term goals, unique selling propositions, brand values, brand strengths, target market and customers, to the entire brand history.
- Needs to answer questions such as why do customers think about the brand, how the products offered are helping to solve their problems, what are their further expectations from the brand, do they have any complaints, why do they prefer to buy the products of a competitor brand, and other such crucial questions that will help the brand to enjoy the long lasting loyalty from the customers.

## Work Experience - Along with studies

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### COA & Software (Trainer – 1 Year)

Worked for Dewsoft Education Academy as Software Trainer.

### Software & Hardware/NW (Trainer – 6 Months)

Worked for educational institution AAIELC as a Software & Hardware Trainer.

## Freelancing Experience

### Worked on 100+ Projects as an Individual Freelancer

(Music & Movies Promotion, Political & Celebrities account management, SEO, SMO, Branding, and Web Designing & Development)

- Use marketing techniques to advertise a venue, such as a club, stadium, theater, or fairground, or an individual performer or a musical group, such as a rock band, jazz musician, pop music artist, disc jockey, or an orchestra.
- Market current or new recordings and supervise publicity on behalf of an artist
- Utilize promotional materials, such as posters, flyers, and websites, to provide information to potential fans of specific venues or musicians.
- Help both performer and venue-specific promoters organize, market, and help manage live music events.
- Facilitate communication between singers and band members and the media.
- Draft marketing plans for a performer, band, or venue and to manage the advertising budget.
- Keep up on industry trends and understand marketing concepts and strategies, including pricing, distribution, and direct marketing.



- Responsible for driving relevant consumers with the goal of improving artist recognition.
- Use marketing strategies to ensure that the public is aware of the artists, musicians or venues they represent.
- Create a positive image and lead consumers to use it.
- Report on demonstration related information (interest level, questions asked, number of samples/flyers distributed etc).
- Prepare accurate reports on our marketing campaign's overall performance.
- Plan and manage social media platforms.
- Digital marketing leadership requires you to influence others and drive results through collaboration. You must be able to work with colleagues and contacts at all levels of an organization to develop compelling offers and drive growth.
- Brainstorm new and innovative growth strategies.

- Social media political campaign has the power to swing the votes in favor of specific party or candidate, if performed professionally, creating an emotional, psychological trend towards the candidate or party.
- Political model that takes the entire holistic picture into consideration rather than just the last of the touch points for the enumerated voters.
- Both the digital marketing as well as politics aim at convincing the people to undertake a desired activity.
- Political campaign strategy i.e. Running a campaign at a Social Media e.g., Facebook, Twitter, Instagram etc.
- Launching website and conveying to the world around, the contribution that politician have been making for the entire society.
- Optimize the dynamic resources in an intelligent manner so that ads get the most favorable of the responses.



- Campaigning with slogans, logos and video marketing, etc.
- Use the social media to unify and track the campaign.
- Generating and expanding awareness of the issues attended to by the candidate and the party.
- Monitoring social media to keep connected with followers.
- Do a deep dive into who your audience is, how they like to communicate, and what makes them want to take certain actions.
- Deliver a message that is simple, memorable, and that your core audience of voters can understand and get behind.
- Using heat map tools to find problems; align landing page with messaging; make your call to action (CTA) stand out; do A/B testing to perfect your pages.
- Data study to analyze and report on website visits, donations, visits to ads, time spent on the website, and the other metrics to judge the success of efforts.

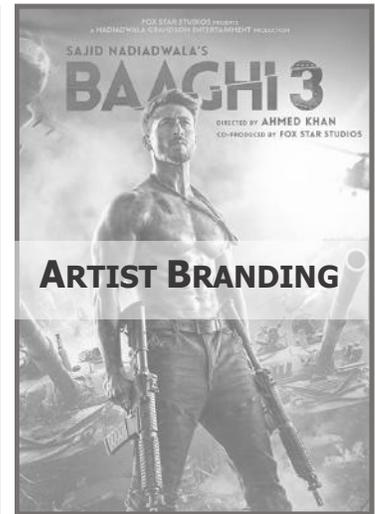




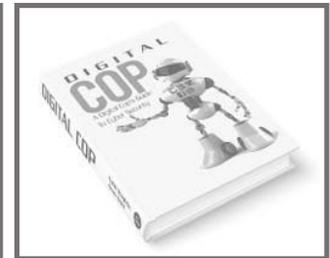
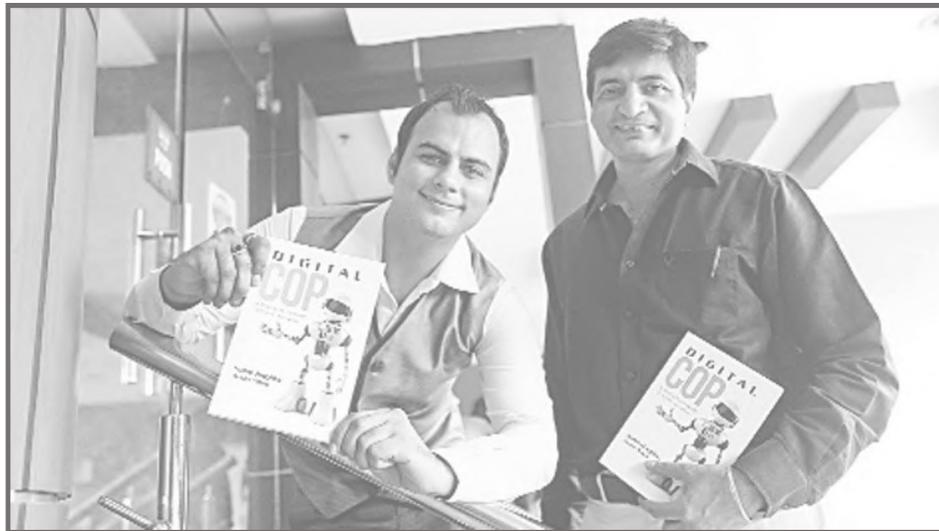
**FILM PROMOTION**



**MOVIE PREMIERE**



**ARTIST BRANDING**



## Affiliate Experience

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Worked as Publisher for varied Global Affiliate Networks

- Commission Junction, California, US
- LeadCola Media, Canada
- iCubesWire, Gurgaon, IN
- DGM, Delhi, IN
- Trootrak, New Delhi, IN
- Ndemand Affiliates, Oklahoma, US
- Vcommission Media Pvt. Ltd, New Delhi, IN
- AffiliateVia Online Media Pvt. Ltd, Vadodara, IN
- Affrevenue, Mumbai, IN

## Plugins under WordPress library

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- **WP Social Broadcast** with unique possibility to viral spread articles on social networks.
- **FB Widget** allows site owner to promote their Facebook page and feed embedding by simply using this plugin.
- **Social Bookmark** to boost back traffic by making it easier for visitors, to share your content on social media sites.



## ECA & Awards

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- Nominated for Leaders of thoughts Under 40 Award by SS and Titans
- Lift-Off Global Network FTF Sessions 2020
- Nominated for the iVolunteer Awards in the 'Volunteer Hero' category for inspires people to do more for a cause
- Listed on IMDb Celebs for Titles Living Together and Mobile
- Helo's 2020 Best Short Film Director Award Winner
- Certificate of Commitment to adopt Integrity by Central Vigilance Commission, Govt of India
- Nominated for Code Org Educate Award
- Official Blogger Passport by Blogmint to represent the country of bloggers across prestigious platforms
- Attended Marketing Your Business by #SmallThanks x Google
- Featured in Kate's Mentionable Daily Paper
- Featured in Anandabazar Bangla Newspaper
- Featured in The SQL Creations Magazine
- Participated in Talent Promotion Examination by CWT Of India
- Attended 2 weeks Army Attachment Training at 7 Punjab Battalion
- Attended 10 days ACAT Camp at Gurdaspur
- Achieved NCC 'B' Certificate (2007) & NCC 'C' Certificate (2008) Under the Authority of Ministry of Defense

## Sport Awards & Certifications

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- Gold Medalist in North Zone Karate Championship - Recognized by: Govt. of India & Indian Olympic Association (I.O.A)
- Achieved Black Stripe Belt in OMA Classes & Tournaments- Affiliated to World kickboxing Council USA & World self-defense federation USA
- Gold Medalist In 3rd All India Invitational Taekwondo Championship- Organized by: Advance Taekwondo Association, held in Dharamsala, Kangra (H.P)
- Bronze Medalist in 1st National Wuko & Full Contact Karate Championship- Affiliated to International Young Fighter Martial Arts Association (India)
- Bronze Medalist in 4th All India Invitational Taekwondo Championship- Sanctioned by: Sang Rock World Tae-Kwando Academy Seoul, South Korea
- Silver Medalist in 8th National Wuko & Full Contact Karate Championship- Organized by: JKD School of Self Defense, Kapurthala (P.B)

**SOCIAL REACH**  
**350K+ FOLLOWERS**



**21 SILVER 37 BRONZE**  
**TOP 5% THIS YEAR**



**17 REPOSITORIES**  
**150+ CONTRIBUTIONS**



## Technical Skills Summary

- Programming Languages: C, C++ & Java
- Scripting Languages: HTML/5, CSS/3, Bootstrap, Backstretch & Basics of JS
- Server Scripting Language: PHP – Hypertext Preprocessor
- CMS: WordPress and base understanding of Joomla, Drupal, Magento & Shopify
- Database: Understanding of MySQL
- Server Interaction: cPanel, PlaskPanel, WHMCS & FTP
- Digital Marketing: PPC, PR, CPL, SEO, SMM, Content, Email Marketing, 360, Infographics, Adverts, Affiliate & Viral Marketing, Growth Hacking, Research, Analysis
- Repo Handling: Git & SVN
- Graphics: Basic knowledge of Photoshop, Poster Wall, Canva & Wonder Share video editor
- Hardware & Networking
- Windows, Linux & Mac as Operating System

## Social Details

- **Facebook:** <https://www.facebook.com/NavnishBhardwaj>
- **Twitter:** <https://www.twitter.com/NavnishBhardwaj>
- **YouTube:** <https://www.youtube.com/c/XduitStudio>
- **LinkedIn:** <https://linkedin.com/in/iamnavnishbhardwaj>
- **Instagram:** <https://www.instagram.com/navnish.bhardwaj>
- **Google+:** <https://plus.google.com/+NavnishBhardwaj>
- **Helo:** <https://www.helo-app.com/Xduit>
- **WordPress:** <https://profiles.wordpress.org/dreamyourcareer>

## Personal Details

**Father's Name:** Mr. Pardeep Kumar

**Date of Birth:** 2nd July, 1990

**Sex:** Male

**Nationality:** Indian

**Passport No.:** H9286284

**Contact No.:** +91-7889092397, +91-9646778712

**Address:** #76, Guleri Niwas, Green City, Near Mamta Enclave, Zirakpur-140603 (PB)

**Eternal Address:** #15/9, Housing Board Colony, Dhangu Road, Pathankot-145001 (PB)

*Navnish  
Bhardwaj*

I hereby, declare that the information furnished above is true to the best of my knowledge.

**Navnish Bhardwaj**