

Virat Singh

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PROFILE SUMMARY

Results-driven **Web Developer** with expertise in **PHP, AI tools, and cloud technologies**, dedicated to crafting **scalable, high-performance digital solutions**. Proficient in **full-stack web development and digital marketing**, with a strategic approach to **enhancing online presence and business growth**. Adept at **problem-solving, team collaboration, and project execution**, ensuring seamless development workflows. Passionate about **emerging technologies and software innovation**, constantly refining systems to boost **efficiency, security, and user experience**.

EDUCATION

Course	Board	School/College	Percentage	YOP
B. Tech (Information Technology)	A.K.T.U.	Buddha Institute of Technology, GIDA, Gorakhpur, U.P.	5.5 CGPA (till 4 th sem)	2026
Class XII	UP Board	Maharana Pratap Senior Secondary School, Gorakhpur, U.P., India	57%	2022
Class X	UP Board	Maharana Pratap Senior Secondary School, Gorakhpur, U.P., India	69.85%	2020

TECHNICAL SKILLS

SEO & SEM:

- Search Engine Optimization (SEO) – On-page, Off-page, Technical SEO
- Keyword Research & Competitive Analysis (Google Search Console, SEMrush)
- Google Analytics & Search Console for Performance Tracking

Performance Marketing & Paid Ads:

- Google Ads (Search, Display, YouTube) & Facebook Ads Manager
- PPC Campaigns, Budget Optimization, and A/B Testing
- Landing Page Optimization using Bootstrap & Tailwind CSS

Website & Content Marketing:

- Website Development (PHP, Python) for Marketing Campaigns
- WordPress, Hostinger, GoDaddy for CMS & Hosting Management
- Content Creation & Copywriting (ChatGPT, AI Tools)
- Social Media Marketing (Meta Business Suite, Instagram, LinkedIn)

Design & Branding:

- Creative Designing (Canva, Photoshop, CorelDRAW, Figma)

- UI/UX Basics for Better User Engagement

Data Analytics & Reporting:

- Campaign Performance Analysis (Google Analytics, Facebook Ads)
- Data Visualization & Reporting (Excel, Google Sheets)

Soft Skills:

- Communication, Teamwork, Leadership, Presentation

PROJECTS

Web Projects:

1. **Title: Vini Corporate (<https://www.vinicorporate.com>)**
Project Outline: Developed a front-end website for a solar energy company, showcasing their services and products.
2. **Title: Aaditri Inn (<https://aaditriinn.in>)**
Project Outline: Created a full-stack hotel management website using Laravel. Features include room bookings, dining options, event management, and contact information.
3. **Title: SS Manpower Solutions (<https://ssmanpowersolutions.in>)**
Project Outline: Designed a front-end website for a company specializing in manpower services, detailing their offerings and contact details.
4. **Title: Purvanchal Trust (<https://www.purvanchaltrust.in>)**
Project Outline: Developed a website for a trust that facilitates student admissions into various colleges, providing information on services and application procedures.
5. **Title: Student Success Kit (<https://studentsuccesskit.in>)**
Project Outline: As a second-year project for TechYuva, built a platform offering notes, books, a chatbot, and previous year question papers for AKTU students.
6. **Title: Event Management System (<https://events.vatrixtechnologies.in>)**
Project Outline: Created a website to digitize event management for Buddha Group of Institutions, enabling online registrations and paperwork.
7. **Title: Pinnacle Heights Academy (<https://pinnacleheightsacademy.in>)**
Project Outline: Developed a front-end website for a school, highlighting its features and offerings.
8. **Title: Vatrix Technologies (<https://vatrixtechnologies.com>)**
Project Outline: Built a comprehensive back-end website for a tech company, showcasing their services and products.
9. **Title: Code X Virat (<https://codexvirat.in>)**
Project Outline: Designed a personal portfolio website to display my work and skills, featuring a basic front-end layout.

10. Buddha Institute of Technology (<https://bit.ac.in>)

Project Outline: Designed & developed website of college.

Digital Marketing:

1. Vini Corporate

Overview: Managed digital marketing with SEO, content marketing, and social media strategies to increase brand visibility for a solar energy solutions company.

2. Aaditri Inn

Overview: Handled digital marketing efforts including website optimization, SEM, and social media campaigns to drive bookings and increase online presence for a hospitality business.

3. Abhyuday Public School

Overview: Executed website redesign, content marketing, and social media management to boost engagement and promote the school's programs and events.

SEMINAR

- Attended workshop on Cloud Mastery from **Hyper Cloud Digital Solutions** on (25/08/2025)
- Attended seminar on **How to Become a Successful Software Professional** by Prof. N.G.P. Sir
- Attended seminar on **Salesforce Developer** by Sunny Patwa

ACADEMIC AND EXTRA CURRICULAR ACHIEVEMENTS

- Winner in College Level Tech fest TechYuva 2023 for **Student Success Kit project**.
- Winner in College Level Tech fest TechYuva 2024 for **Event Management System project**.
- **Buddha Star Award 2025** for developing all the website of Buddha Group of Institution

POSITION OF RESPONSIBILITY

- **IEEE Member**
- **IEEE Computer Society Member**
- **Internet of Things Community, IEEE Member**
- **IEEE Volunteer in 2nd IEEE International Conference on IoT, Communication and Automation Technology (ICICAT-2024)**
- **Volunteer in 5th National Conference on Recent Trends in Science, Engineering and Technology (RTSET-2025)**

PERSONAL INFORMATION

- Father's Name: Late Buddhi Sagar Singh
- Mother's Name: Mrs. Maya Singh
- Occupation: House Wife
- Date of Birth: 30/03/2005
- Gender: Male
- Marital Status: Single
- Nationality: India
- Hobbies: Thinking about new Business, Learning new Technologies, Programming, Doing Projects.
- Languages Known: Hindi, English.

REFERENCES

Prof. (Dr.) Roop Ranjan
Startup Director & Dean
Buddha Institute of Technology
Email Id: roop.ranjan@gmail.com
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DECLARATION

I hereby declare that the above provided each and every information is true to the best of my knowledge.

Signature
(Virat Singh)