



Harshad Praffulbhai Katharotiya

Date of birth: 10/07/1994 | **Nationality:** Indian | **Phone number:**

(+39) 3339150461 (Mobile) | **Email address:** harshadkatharotiya8141@gmail.com |

Website: www.harshadkatharotiya.com | **LinkedIn:**

<https://www.linkedin.com/in/harshad-katharotiya-162137126/> |

Address: Rome, 03043, Rome, Italy (Home)

● ABOUT ME

Patience and Perseverance have enabled my endeavors to solve complex problems and contribute meaningfully to organizations I work with

● WORK EXPERIENCE

01/08/2017 – 30/06/2020 Ahmedabad, India

WORDPRESS AND DIGITAL MARKETING A TO Z INFOSYS (VIPER PC)

- WordPress (Woo Commerce and Elementor)
- Developing and executing successful SEO strategies (Ahref and Semrush)
- Meta Ads (Facebook and Instagram) and Google Ads

01/09/2023 – 01/12/2023 Berlin, Germany

INFORMATION TECHNOLOGY TRAINEE IMPACT CIRCLE E.V.

- WordPress (YouGo Project), marketing strategy, design brand identities, create multi-media narratives that tell engaging stories of a team, project, or deliverable, with the audience and communication objective in mind.

● EDUCATION AND TRAINING

21/09/2020 – 27/03/2024 Cassino, Italy

MASTER IN ECONOMICS AND ENTREPRENEURSHIP University of Cassino and Southern lazio

Relevant coursework:

- Economics, Applied Statistics [R Programming], Marketing, Digital Innovation in Organizations, Entrepreneurship and Innovation

Website <https://www.unicas.it/>

01/06/2012 – 13/03/2016 Ahmedabad, India

BACHELOR OF COMPUTER APPLICATIONS Gujarat University

Relevant coursework:

- PHP, JAVA, DBMS, E-Commerce.

Website <https://www.gujaratuniversity.ac.in/>

● LANGUAGE SKILLS

Other language(s): **ENGLISH** | **ITALIAN (A2)**

● DIGITAL SKILLS

MS Office (Excel, Word, Outlook) - Proficient user | PHP Wordpress CMS | HTML, CSS (Experienced) | Data analysis Data Validation Data Cleansing | Digital Marketing (Analytics, SEO, SEM, E-Shops, Google Adwords) | R - Programming | Marketing B2B B2C