AMIT MATHUR

Electrical Engineer | Digital Marketer | Data Analytics Enthusiast | Generative AI Professional

About Me

I am a dynamic **Electrical Engineer**, **Certified Digital Marketer**, and **Data Analytics Enthusiast** with expertise in leveraging technology for organizational growth. Passionate about integrating **Generative AI** solutions with traditional industries, I bring a decade of experience in teaching, project execution, and data-driven decision-making. I am committed to delivering excellence through continuous innovation and strategic insights.

Professional Experience

Digital Marketer & Affiliate Marketer
(Freelance / Self-employed)
2022 – Present

- Building websites using WordPress and other CMS platforms.

- Managing Google My Business (GMB) listings and optimizing SEO performance.

- Running Meta (Facebook/Instagram) Ads and Google Ads for lead generation and brand awareness.

- Working as an Affiliate Marketer promoting digital products and services through online marketing strategies.

Head of Department (Electrical Engineering)
Shivam Polytechnic, Mathura
2013 – 2022

- Led the Electrical Engineering Department, overseeing curriculum development and academic delivery.

- Mentored and guided faculty members and students for academic excellence.

- Organized technical workshops, seminars, and industrial training programs.

- Worked as Center Superintendent, successfully conducting examinations for 3 semesters.

Electrical Engineer (Design – Residential and Commercial Circuits)
Freelance Projects
2012 – 2013

- Designed lighting and power circuits for residential homes and commercial buildings.

- Delivered customized electrical designs ensuring safety standards and energy efficiency.

Electrical Engineer (Design – Transformers)
Transformer Factory (Name if available)
2012

- Worked in transformer design and electrical engineering processes.

- Gained hands-on experience in electrical equipment design, testing, and quality assurance.

- Completed a 6-month tenure focusing on transformer manufacturing and testing protocols.

Key Skills

Digital Marketing Skills

- Website Development (WordPress, CMS platforms)

- Google Ads Campaign Management

- Meta (Facebook/Instagram) Ads Creation and Optimization

- Google My Business (GMB) Optimization

- Search Engine Optimization (SEO)

- Affiliate Marketing and Digital Product Promotion

Generative AI Skills

- Generative AI Concepts and Applications

- AI Content Creation and Automation

- Certified in Generative AI (IIT Roorkee, Outskill, Superhuman AI Academy)

- AI Tools for Productivity and Workplace Efficiency

Electrical Engineering Skills

- Electrical System Design (Residential, Commercial, Industrial)

- Transformer Design and Testing

- Power Distribution and Circuit Designing

- Switchgear and Protection Systems

- Solar PV System Design and Installation

Data Analytics Skills

- Data Analysis and Visualization (Power BI, Tableau)

- SQL Database Management

- Advanced Excel (Dashboards, Pivot Tables, Data Cleaning)

- Python for Data Analysis

- Power BI Micro Certification

Projects

1. WordPress Website Development (2022 – Present)

- Designed and developed multiple websites using WordPress for personal branding and affiliate marketing purposes.

- Optimized sites for SEO and mobile responsiveness.

2. Digital Marketing Campaigns (2022 – Present)

- Created and managed successful Google Ads and Facebook Ads campaigns to drive website traffic and generate leads for local businesses.

- Set up and optimized Google My Business profiles for multiple brands.

3. Generative AI Applications (2023 – Present)

- Built AI-powered content strategies using Generative AI tools.

- Certified through programs by IIT Roorkee, Outskill, and Superhuman AI Academy.

2. Electrical System Design for Residential and Commercial Buildings (2012 – 2013)

- Designed lighting and power circuits for various residential homes and commercial establishments as a freelancer.

- Ensured compliance with safety standards and optimized energy efficiency.

3. Transformer Design and Testing (2012)

- Worked in transformer manufacturing, focusing on electrical design, quality control, and product testing during a 6-month tenure at a transformer factory.

4. Regulated DC Power Supply Project (Diploma Project, 2009)

- Designed and built a regulated DC power supply system, commonly used in laboratory setups and electronic experiments.

5. Wireless Speed and Direction Control of Single-Phase Induction Motor (B.Tech Major Project, 2012)

- Developed a system to wirelessly control the speed and direction of a single-phase induction motor using a voltage regulator and phase reversal technology.

Education & Certifications

Diploma in Electrical Engineering
PMV Polytechnic, Mathura

Bachelor of Technology (Electrical & Electronics Engineering)
GLA Institute of Technology & Management, Mathura

1-Year Hardware and Networking Course
DOEACC 'O' Level — NIELIT

Digital Marketing Certification
Zinmatt

Data Analytics Certification
Jobaaj Learning
(Power BI, Tableau, SQL, Excel, Python)

Solar PV (Photovoltaic) Design Certification
Skill Dzire

Generative AI Certifications:

- *Certificate from IIT Roorkee*

- *Mastermind Program by Outskill*

- *AI Workplace Proficiency Certification from Superhuman AI Academy*

Power BI Micro Certificate

LANGUAGES

- **English (Fluent)**

- **Hindi (Fluent)**

CONTACT

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