

OPENCLASSROOMS

Examples of Hard skills

digital marketer	<ul style="list-style-type: none">● Search Engine Optimization and Pay-Per-Click Advertising and ability to maintain campaigns on platforms such as Google Ads● Create and optimize content for digital channels such as websites, blogs, social media, and email marketing.● Experience in managing social media profiles and campaigns across platforms like Facebook, Instagram, Twitter, LinkedIn● Knowledge of social media analytics, audience targeting, and content scheduling tools● Familiarity with email marketing platforms (e.g., MailChimp, Constant Contact)● Proficiency in creating and optimizing email campaigns, designing templates and analyzing email performance metrics.● Able to track and analyze website traffic, user behavior, conversion rates, and campaign performance metrics using Google Analytics and Adobe Analytics● Skilled in Adobe Photoshop and Canva to create graphics, images, and visual content for digital marketing campaigns.● Creating and optimizing video content for platforms like YouTube, Vimeo, and social media channels.
application developer	<ul style="list-style-type: none">● Programming Languages: Python, C#: JavaScript, HTML/CSS● Database Management: SQL, Structured Query MySQL, PostgreSQL, SQL Server● Writing and executing unit tests using frameworks like JUnit, NUnit, or Jasmine● Integration Testing: Tools like Selenium, Jest, or Appium for automated UI and functional testing.● Agile Methodologies: Experience with Agile/Scrum practices, sprint planning, and collaborative development workflows.

OPENCLASSROOMS

help desk technician	<ul style="list-style-type: none">• Diagnosing and resolving hardware, software, and network issues for user• Familiarity with desktops, laptops, printers, scanners, and other peripherals.• Proficiency in Microsoft Windows, macOS and Linux environments.• Installation, configuration, and troubleshooting of productivity suites (Microsoft Office, Google Workspace).• Knowledge of antivirus/malware tools and procedures for malware removal.• Experience in remote desktop tools like Remote Desktop Protocol (RDP), TeamViewer, Ticketing Systems• Proficiency in using help desk ticketing systems Jira Service Desk, Zendesk• Performing data backups, scheduling backups, and restoring data using backup solutions• Maintaining accurate and up-to-date documentation for IT systems, processes, and troubleshooting procedures.• Configuring and troubleshooting mobile devices (smartphones, tablets)
data analyst	<ul style="list-style-type: none">• Proficiency in using data analysis tools such as Microsoft Excel (including advanced functions like pivot tables, VLOOKUP and macros), Google Sheets,• Creating meaningful and insightful visualizations using tools like Tableau, Power BI• Designing dashboards and reports to present analytical findings to stakeholders• Cleaning, transforming, and preprocessing raw data for analysis using tools like Excel, Python• Writing and optimizing SQL queries for data extraction, manipulation, and aggregation from relational databases.• Proficiency in programming languages such as Python for data analysis, scripting, automation, and statistical modeling.