

Abhishek R

Digital Marketing

Rajajinagar, Bangalore 560010

Carrier Objective

Passionate about Digital marketing Looking for Opportunity aiming to utilize my skills in digital marketing design, SEO implementation to website, Developing website in word press and market research skills to help my fututre and Company growth. I am eager to leverage my experience creating online campaigns and Ranking of websites. My goal is to deliver the results and pursue rapid carrier advancements.

Education

B.E in Chemical Engineering

Bapuji institute of engineering Technology



2017 - 2022



Davangere

Pre-University Course

Alva's Pu College



2015 - 2017



Moodabidrii

Karnataka School examination

Sri Taralabalu English Medium school



2012 - 2015



Harihara

Certifications

- Completed 1 month training on Basics of Digital Marketing, Canva Design and SEO implementation on Website From **Digital Floats Academy**.
- Currently Enrolled in the Advanced digital marketing course in **Digital floats Academy**.

Technical Skills

Graphic Designing using canva

- Expertly managed brand logo designs for a Website Designing logo, refining and creating new visuals to fit each unique characteristics of business needs.
- Applied established research techniques towards color selection, as well as text styles and layouts for printed content
- Color Theory.
- Principals of design.
- Brochure designing.
- Created Video, Brochure, Animated video and Business Card for Business.

Word press Website

- Buying and connecting Domain and Hosting Server.
- Installing theme for Website.
- Page design with elementor.
- Designed Pages, Footer and Header part using plugins.
- Setting Permalink and our website title and tagline by making our site public.
- Designed Website for Resto bar Business by implementing SEO on-page Optimization.
- Installed various plugins for Whatsapp integration, banner and Forms.
- Maintained and updated multiple WordPress websites, ensuring 99.9% uptime and reducing website downtime by 20%.
- Optimized a WordPress website for performance and scalability, resulting in a 30% decrease in page load times and a 10% increase in user engagement.
- Basics of HTML and CSS.
- Adding Forms, Blog creation.

Search Engine Optimization

- Website Research (Responsive check, URL Structure, Content Optimization, Heading tag check).
- Keyword Research Using Google Keyword Planner Tool.
- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation.
- Google Webmaster (Search Console) Setup analyze, monitor and reporting, xml sitemap integration.
- Off-page Optimization (PR Submission, Article Submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking, etc).

- Domain Authority, Page Authority, Creating Website traffic by adding targeted keywords of our Business in Backlinks.
- Directory Submissions, Quora postings, Video Submissions.

Search Engine Marketing(SEM)

Google AdWords Account Setup

- Search Network (Campaign, Ad Group and Ad Creation, Negative Keywords, all ads Extension, Conversion Setup, ROI Calculate.
 - Display Network (Account Set up, Campaign, Ad Group and Ad Creation, all ads Extension, Conversion Setup, ROI Calculate.
 - Search ad, Display ad and Video ads.
 - Google ads account structure.
 - Adding keywords by using Broad match, phrase match, exact match and Negative match.
 - Google ad position, Ad rank, Quality score.
 - Calculating Actual CPC and keyword analysis for Google ads.
 - Campaign creation and Website traffic for search, Display and Video ads.
 - Shopping ads.
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Live Project

Implemented SEO on-page optimization on word press Website.

- Created Word press Website using plugins.
- Created “Resto bar” Business Website.
- Implement On-page Optimization on Website, by Applying Google Updates.
- Applied SEO process on website to get more traffic BY Doing Keyword Analysis.
- Set-up a Google Keyword planner for targeting keyword for business.
- Implement the On-page Optimization On website by Adding targeted keywords In URL, Title tag, Meta Description, Heading Tag, Content, Anchor Linking, Image and Footer Optimization.