

Anas Khan

Digital Marketing Executive

Professional summary

A highly experienced Digital Marketing Executive with over 1 years of experience in developing and executing digital marketing campaigns. Proven track record of success in driving website traffic, generating leads, and increasing brand awareness through efficient utilization of social media platforms. Adept at creating search engine optimization (SEO) strategies to reach target audience, increase online visibility and

generate quality leads. Skilled in using Google Analytics to monitor performance of campaigns and identify areas for improvement. Possess excellent leadership, communication, organizational, and problem-solving skills. Demonstrated ability to manage multiple projects simultaneously and complete them within budget and timeline constraints. Most significant achievement: increased website traffic by 30% within 3 months of launching a targeted campaign.

Experience

Seo executive

Axxverse Immigration, India, Noida

2022 - 2023

Seo executive at Axxverse Immigration, India (2022-06 - 2023-07): Leveraged extensive knowledge of SEO principles and best practices to increase website visibility across multiple search engines. Led SEO efforts for a wide range of clients including B2B and B2C companies. Responsibilities included:

- Developed SEO strategies to optimize content and drive organic traffic
 - Analyzed website performance with tools such as Google Analytics
 - Implemented keyword research and other on-page improvements
 - Conducted link building campaigns to generate inbound links
 - Monitored competitor activities and industry trends
 - Assisted with PPC advertising campaigns
 - Optimized landing pages for better conversion rates
 - Wrote blog posts and online articles to promote products/services
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Education

Bachelor of Arts (BA)

Delhi- University, India, New Delhi

2021 - 2023

Skills

SEO	Expert
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Digital advertising	Expert
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Google Analytics	Expert
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Copywriting	Expert
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Graphic design	Expert
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Social media marketing	Expert
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PPC	Expert
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Email marketing	Expert
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Lead generation	Expert
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Web design	Expert
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Links

<https://axxverseimmigration.com/>

Courses

Digital marketing

DIGI PERFORM

2022