



ABOUT ME

I am a results-driven digital marketer with over 7+ years of expertise in optimizing online presence through Search Engine Optimization (SEO), Social Media Optimization (SMO) and Online Reputation Management (ORM). I also specialize in App Store Optimization (ASO) and Google My Business (GMB) management, alongside developing effective promotional strategies.



CAREER OBJECTIVES

I am seeking an opportunity to leverage my skills and experience to contribute meaningfully to an organization while continuing to learn and grow professionally.



EDUCATION

Bachelor's Degree - Passed Out in 2013 with 64% from IGNOU

Senior Secondary Schooling - Passed Out 2009 with 73%

Secondary Schooling - Passed Out in 2007 with 79%



SKILLS & ORGANISATIONAL DETAILS

- **SEO**
- **SMO**
- **ORM**
- **Content**

- **ASO**
- **GMB**
- **PAID CAMPAIGNS**

- Planning & implementation of on-page optimization strategies as per website and online market requirements.
- Promoted domestic and international websites for better ranking, traffic and business for various search engines.
- Promoted various businesses on social media Platforms for better reach and engagement.
- Maintained and increased online reputation of various company's and individual's and dropped down the negative links in Search Engine searches.
- Gathered vital information about clients for the pre-launch market assessment.
- Supervised 2 teams of 2 to 4 team members in the replenishment of SEO, SMO, ORM and GMB Assets.

- Developed and optimized content.
- Promoted several apps on Google Play Store and Apple app store for domestic and international clients.
- Promoted and posted several reviews on GMB for user's satisfaction and to maintain Google Knowledge Graph's information.
- Run few paid campaigns on Google and Social Media platforms for better conversion, branding & business leads.
- Used Google Analytics, Google Search Console, Google AdWords, Keyword Planner, Semrush and Ahref tools.
- Demonstrated knowledge of the company's mission & goals and help team members to achieve.



MY WORK EXPERIENCE

- EZ Rankings - From 2017 to 2018 as an SEO Executive.
- Mediatrendz - From 2018 to 2020 as a Sr. SEO Executive.
- Radius Synergies International Pvt. Ltd. - From 2020 to 2022 as an SEO Analyst.
- Trnsform Business Solutions - From 2022 to till date as an SEO Manager.



PERSONAL PROFILE

- Father's Name : Mr. Nizamuddin
- Date of Birth : 1-Jan-1992
- Marital Status : Married
- Languages Known : Hindi and English
- Address : D 136 Makki Masjid Colony, Madanpur Khadar III, Delhi 76

All the Information mentioned above is true and to the best of my knowledge

Riyajuddin