




# ZEEL PANCHAL

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## SUMMARY

Computer Engineering graduate with professional experience in SEO content strategy and keyword research. While my career began in digital marketing, I am now actively pursuing Frontend Development, focusing on HTML, CSS, and JavaScript. Eager to apply my technical education and analytical skills to build user-centric web applications in a dynamic IT environment.

## WORK EXPERIENCE

### Jr. SEO Executive, Awaken Internet Marketing

July 2024 - Present

- Delivered 600+ SEO-optimized content pieces (GB & Onsite) across various client projects, ensuring quality and timely completion.
- Performed in-depth keyword research using Ubersuggest and competitor sites to identify relevant, low-competition keywords.
- Managed end-to-end content workflows, including topic research, writing, interlinking, metadata creation, and performance tracking.
- Collaborated with senior team members to enhance content quality, refine topics, and improve internal linking structure.

## EDUCATION

### Aditya Silver Oak Institute of Technology

June 2020 - 2024

Bachelor of Technology (B.Tech) – Computer Engineering

- Graduated with 8.4 CGPA, developing a solid foundation in software development and engineering concepts.
- Gained hands-on experience in programming and web technologies through academic projects.

### Nishan Higher Secondary School

May 2019 – 2020

HSC (12th Science)

- Completed Higher Secondary Education with 67.5%.
- Studied core subjects like Physics, Chemistry, and Mathematics.

## SKILLS

### Technical Skills

- HTML
- CSS (Vanilla + Tailwind)
- JavaScript
- React JS
- Content Writing & On-Page SEO
- Keyword Research
- Google Docs & Sheets

### Soft Skills

- Collaboration & Team Work
- Communication
- Research & Analysis
- Time Management

**Languages:** English, Hindi, Gujarati