**RESUME**

***SHARIB AHMAD***

*Male, 20 years*

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| ***CAREERABSTRACT***  *An ardent team player with more than 1* ***year*** *of experience and expertise in the field of****Sales****,* ***Customer relationship****. Creative sales & marketing strategies. Enthusiastic, ability to work in any given environment, committed to achieving goals, analytical, good communication skill and positive outlook.* |  |  |  |  |  |  |

***W****ORK****E****XPERIENCE*

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| *Iway Digital – Allahabad* | |
| ***SEO Executive*** | ***Oct 2020 – Present*** |
| ***Roles & Responsibilities:***   * *Optimizing copy and landing pages for search engine optimization.* * *Performing ongoing keyword research including discovery and expansion of keyword opportunities.* * *Researching and implementing content recommendations for organic SEO success.*   *My specializations are on:*   * ***Keyword analysis*** *– Keyword research with the help of tools like Keyword Finder, LSI Graph, Google Trends, Ubersuggest, Google Keyword Planner Tool (KPT), Semrush, Keyword Explorer, Moz's Keyword Research tool.* * ***ON-PAGE SEO*** *- Title tag, Meta description tag, Meta keyword tag, Robots tag, Heading Tag, AnchorTag, Alt Tag, URL Structure, Canonical Tag, Sitemap.xml creation, Robots.txt Creation.* * ***OFF-PAGE SEO*** *– Local citation on websites like Google my business, Sulekha, Just dial etc. Link Building, External link building with relevant websites and directories, Internal link building within sites, Article submission, Press Release submission, Image/ Infographic Submission Sites, Forum Signatures, Blog Commenting, Document Submission on PPT/PDF sharing sites, Video Sharing Sites, Classified Submission Sites, Guest Blogging Sites, Submissions on social bookmarking sites.* | |

***Professional Skill***

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| * *SEO (Search Engine Optimization), Content optimization, HTML optimization, Local citation, Link building, SMM (Social Media Marketing), Google Ads, Website creation etc.* * *Diploma in Digital Marketing from NDMIT, Allahabad.* * *Knowledge of MS Office, WordPress.* |

***Website created & worked on***

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| * *Trendbazarr (http://www.trendbazarr.com/)* |

***Academics***

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| *Course* | *Institution* | *Year of Passing* |
| *B.B.A* | *Kanpur University* | *2020* |
| *Intermediate* | *Siddiq faiz-e aam Inter college, Kanpur* | *2017* |
| *H.S.* | *Siddiq faiz-e aam Inter college, Kanpur* | *2015* |

***Personal Profile***

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| *Date Of Birth* | *05 July ,2000* |
| *Contact Number* | *7521016104* |
| *Marital Status* | *Unmarried* |
| *Permanent Address* | *95/70 A Ansar nagar parade, Kanpur Nagar- 208001 (U.P.)* |