

# PRINCE BAGHEL

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“A dedicated and performance-oriented **Digital Marketing Executive** with hands-on experience in SEO, link building, and data-driven campaign optimization. Skilled in improving search visibility, driving organic traffic, and enhancing audience engagement through strategic planning and execution. Proficient in tools like Google Analytics, Search Console, SEMrush, and CRM platforms. Also experienced in **front-end development** to build responsive, user-friendly websites. Known for a strong analytical mindset and a passion for continuous learning, I aim to deliver measurable results and contribute to impactful digital marketing strategies.”

## EDUCATION

**Modern Institute of Technology and Research Centre, Alwar**  
B.Tech in Computer Science Engineering (8.00 CGPA)

2021-2025

**Krishna Vidhya Mandir, Alwar**  
Class 12th – 88% (RBSE)

2020-2021

## WORK EXPERIENCE & INTERNSHIP TRAINING

**SEO EXECUTIVE** | Satnam Webtech Pvt. Ltd.  
9 DEC., 2024 – Present 2025 | Alwar (Raj.)

- Conducted keyword research and competitor analysis to identify ranking opportunities and content gaps.
- Optimized website content, meta tags, headers, and images for improved on-page SEO performance.
- Built high-quality backlinks through off-page SEO techniques directory submission, and outreach.
- Worked with content writers and developers to ensure SEO-friendly content and technical structure.
- Improved organic traffic and keyword rankings through continuous optimization and reporting.
- Created SEO performance reports and presented insights to the marketing or development team.

**Web Development Training** | National Skills Development Corporation (NSDC)  
15 July, 2024 – 15 September, 2024

- Successfully completed an 8-week Web Development Course.
- Covered core web technologies including HTML, CSS, JavaScript, MySQL, Bootstrap, and React.js
- Built multiple responsive and interactive web pages using modern frontend tools and frameworks
- Gained hands-on experience in creating dynamic websites with real-time functionality and clean UI/UX
- Training certified by the National Skills Development Corporation (NSDC) under a government-recognized initiative.

## SKILLS

### 1. DIGITAL MARKETING SKILLS:

- Content Writing • Link Building • Email Marketing • Content Optimization • Search Engine Optimization
- Social Media Activities • Optimization Analytical • Marketing Automation Tools • Analytical Thinking
- Technical SEO • Digital Marketing Strategies • Website Performance Optimization • Keyword Research

### 2. TECHNICAL & DESIGNING SKILLS:

- JAVA • HTML • CSS • JavaScript • Bootstrap • React.js • MySql • Git & Git Hub
- Vs Code • Photoshop • Canva • CorelDraw • DTP S/W

### 3. SOFT SKILLS:

- Emotional Intelligence • Relationship-Building • Negotiation • Growth Mindset • PowerPoint Presentation
- Teamwork • Communication • Problem Solving • Adaptability • Leadership

## PROJECTS

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### Name: TextUtils

- Developed a user-friendly text editing web application using React.js, HTML and CSS.
- Implemented core features such as text transformation (uppercase, lowercase), copy to clipboard, and clear text functionality.
- Ensured responsive performance across multiple devices.
- Gained hands-on experience with React.js components, state management, and modular front-end development.
- Successfully delivered the project as part of a front-end development portfolio.

### Name: NewsApp

- **Description:** Developed a dynamic web application, NewsApp, that allows users to read the news by fetching real-time data using an API. The application provides a user-friendly interface for browsing Articles based on various categories, ensuring an engaging and responsive experience.
- **Technology Used:** React.js, News API, JavaScript, HTML, CSS.

## CERTIFICATES

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- Front-End Development- by **Meta**.
- Shankara Global Hackathon (Innovation & Startup Competition) - by **Shankara Group of Institutions**.
- Full Stack Development (Summer Training at MITRC)-by **Skill Ocean**.
- Web Development- by **NSDC & Internshala**.
- Internship & Job Preparation Training- by **Internshala**.

## ADDITIONAL INFORMATION

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- Finalist of SHANKARA GLOBAL HACKATHON 2024.
- Runner-up in Kabaddi at district level.
- Hobbies: Cricket, Badminton, Kabaddi, Movies & Traveling.