

## Prateek Virmani

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## Professional Summary

Web developer with 1.5+ years of experience in SEO and digital marketing, complemented by expertise in MERN stack development. Proven ability to build dynamic, SEO-optimized websites and drive organic traffic growth. Passionate about creating user-friendly interfaces and solving complex problems.

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## Work Experience

### Digital Marketing Executive

**ConsCent** | Aug 2022 – Nov 2022

- Managed content creation and implemented social media optimization strategies to increase organic traffic.
- Built high-quality backlinks and conducted competitor analysis to identify growth opportunities.

### Jr. SEO Executive

**Kube Retail Tech Pvt. Ltd.** | Jan 2022 – Aug 2022

- Optimized web content for local SEO, improving local search rankings.
- Developed backlink strategies to enhance domain authority.

### SEO Intern

**Foreignerds Inc.** | Aug 2021 – Jan 2022

- Managed multiple SEO projects simultaneously and improved search engine visibility.
  - Conducted on-page optimization, including meta tags and internal linking.
  - Performed keyword research to identify high-traffic, low-competition keywords.
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## Education

- **MERN Full Stack Web Development**  
Geeks for Geeks | Mar 2024 – Jun 2024
- **Graphics, Website Design & Development**  
Arena Animation | 2023 – 2024
- **Bachelor of Arts**  
RMPSSU | 2021 – 2024

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## Certifications

- Graphics & Website Design & Development, Arena Animation
  - MERN Full Stack Web Development, Geeks for Geeks
  - Digital Marketing, DIDM
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## Projects

### Development E-commerce Websites

- **Technologies Used:** HTML, CSS, JavaScript, jQuery, PHP
- Led a team to create a fully functional e-commerce platforms with an admin panel.
- **Freelance project Link:** [Scloser](#)
- **Freelance project Link:** [Shri Balaji Book Store](#)

### AJAX Debounce Search

- **Technologies Used:** JavaScript, HTML, CSS
- Developed a dynamic search feature using the TV Maze API, reducing API calls by 50%.

### Personal Website

- **Technologies Used:** HTML5, CSS3, JavaScript
  - Designed and developed a personal OTT platform to showcase design and development skills.
  - **Link:** [Personal Website](#)
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## Skills

- **Frontend Development:** HTML5, CSS3, JavaScript (ES6+), React JS, Bootstrap, Tailwind CSS
  - **Backend Development:** PHP, Node.js, Express.js
  - **Database:** MySQL, MongoDB
  - **Design & Prototyping:** Figma, Photoshop
  - **SEO:** On-page and off-page optimization, backlink building, keyword research
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## Additional Information

- **Awards:** Winner, Artist of the Month in Website Category, Arena Animation
- **Languages:** English (IELTS Score: 6/9), Hindi