

# MOHD AQIB KHAN

## Digital Marketing | SEO

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Results-driven Digital Marketer with 3+ years of hands-on experience specializing in SEO (On-page & Off-page) and digital growth strategies. Proven track record in increasing organic traffic, improving SERP rankings, and optimizing content across platforms like WordPress and Shopify. Adept at using modern tools such as ChatGPT Plus, Canva, and CMS platforms to design high-converting landing pages and engaging blog content. Currently contributing to the digital presence of DigiMarquee for the past 2 years with measurable success in SEO and content development.

## EXPERIENCE

### SEO SPECIALIST

#### DigiMarquee | Remote/Delhi | June, 2023 – Present

- Conducted advanced SEO audits and implemented on-page and off-page SEO strategies, resulting in a 45% increase in organic traffic over 12 months.
- Managed and updated websites built on WordPress and Shopify, improving site performance and usability.
- Created and published SEO-optimized blog posts using keyword research tools and AI-powered content creation (ChatGPT Plus).
- Designed visually engaging landing pages in CMS platforms for campaigns and promotions, improving conversion rates.
- Utilized Canva for visual content creation and graphics used in blogs, social media posts, and email marketing.
- Collaborated with cross-functional teams to execute successful content and marketing strategies.

### SEO EXECUTIVE

#### PitchWorx | Remote/Haryana | March, 2023 – June, 2023

- Conducted keyword research to identify high-value search terms and optimized website content accordingly.
- Developed and executed link-building strategies to increase domain authority and improve search engine rankings.
- Analyzed website performance metrics using Google Analytics and other tools to identify areas for improvement.
- Worked closely with the content team to ensure that all website content was optimized for search engines.
- Provided regular reports on website performance to senior management.

### SEO EXECUTIVE

#### Iway Digital | Office/Noida | June, 2022 – Feb, 2023

- Keyword Research - Tools used to research and select keywords were LSI Graph, Google Suggest, UberSuggest, Google Keyword Planner, SEMrush, Keyword Explorer, and Google Trends.
- On-Page SEO- Knowledge of the use of tags like Robots Tag, Canonical Tag, Robots.txt, Anchor Tag, Alt Tag, writing HTML tags & updating them for a website, Extension file-HTML, and XML Sitemap
- Off-Page SEO- Knowledge of basic submissions, linkbuilding, article submissions, classified submissions, guest blogging, etc.

## EDUCATION

### Bachelor of Commerce

University of Allahabad  
Mar 2022 - Oct 2024

## SKILL

- SEO (On-Page & Off-Page)
- WordPress & Shopify CMS
- Google Ads & Analytics
- Landing Page Creation (CMS)
- Content Strategy & Blog Writing
- Social Media Marketing
- Canva for Visual Content
- AI Tools (ChatGPT Plus)
- Keyword Research & Competitor Analysis

## COURSES

### National Digital Marketing Institute & Training ( NDMIT )

Digital Marketing  
Jun 2020 - Jan 2021

### Global Foundation Coaching Classes

Tally  
Jan 2020 - April 2020

## LANGUAGE

- English (Proficient)
- Hindi (Fluent)

## CERTIFICATE

- NDMCC By NDMIT
- Fundamentals Of Digital Marketing
- Google Ads By Google
- SEO By HubSpot
- Google Analytics
- Google Ads
- Content Writing
- E-mail Marketing

## PROFICIENCY

- Search Engine Optimization
- Content Writing
- Social Media
- Google Ads
- Google Analytics