

MOHD AQIB KHAN

DIGITAL MARKETER



EDUCATION

Allahabad State University 2024

Bachelor of Commerce

**National Digital Marketing
Institute & Training (NDMIT)** 2022

Digital Marketing

SKILLS

- Marketing Strategy
- Competitor Analysis
- Wordpress
- Shopify
- Content Writing
- Keyword Research
- Site Audit
- Social Media Marketing
- Google Analytics
- Google My Business
- Google Search Console

LANGUAGE

English

Hindi

ABOUT ME

Dynamic SEO Specialist with proven success at DigiMarquee, leveraging on-page SEO and content optimization to enhance website visibility. Expert in WordPress development and link building, I excel in creating impactful digital marketing strategies while collaborating effectively with teams to drive results. Committed to staying ahead of industry trends and best practices.

WORK EXPERIENCE

SEO SPECIALIST

June 2023 – Present

DIGI MARQUEE

- Performed keyword research and analyzed SEO performance of webpages.
- Created high-quality content that was optimized for SEO purposes.
- Optimized website content for search engine rankings using SEO techniques.
- Maintained up-to-date knowledge of the latest SEO tools and communicated this information to internal teams.
- Optimized web pages for mobile devices using responsive design principles.
- Implemented SEO best practices to optimize website visibility.
- Created WordPress themes from scratch using Elementor
- Designed, built, and maintained websites using authoring or scripting languages, content creation tools, and digital media.
- Customized themes according to customer needs using child themes.
- Developed content for blog posts, landing pages, and social media platforms to further marketing endeavors.
- Used editing and graphic design tools to create content and visuals for social channels.



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PROFICIENCY

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

TOOLS

- Google Search Console
- Google Analytics
- Uber Suggest
- Sem Rush
- Moz
- Keyword Planner Tool
- Ahref
- Canva
- SEO Quake
- Small SEO Tool

SEO EXECUTIVE

Mar 2023 – May 2023

PITCHWORX

- 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

June 2022 – Feb 2023

IWAY DIGITAL

- 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.

CERTIFICATE

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