

ABHISHEK KUMAR

SEO EXECUTIVE

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SUMMARY

I'm an enthusiastic SEO Executive with 1 year of hands-on experience in improving website rankings and driving traffic. I specialize in on-page and off-page SEO, keyword and traffic analysis, and optimizing Google AdWords and Meta Ads. I've also worked on building and managing WordPress websites and Wix pages. Along with handling Quora for engagement, I enjoy working with teams to boost online visibility and achieve business goals.

EXPERIENCE

January, 2024–
Present

INSTASPACE

SEO Executive

- Implemented effective on-page and off-page SEO strategies to improve website rankings and organic traffic.
- Conducted keyword research and competitor analysis to identify growth opportunities..
- Managed Google AdWords and Meta Ads campaigns, optimizing for better ROI.
- Built and customized WordPress websites and created pages on Wix for better user experience.
- Collaborated with the marketing team to create and execute marketing strategies.

EDUCATION

July,2023–
December, 2023

DUCAT

Advance Digital Marketing

2020–2023

DELHI UNIVERSITY

Bachelor of Science

CERTIFICATES

GOOGLE ANALYTICS CERTIFICATION

GOOGLE ADS MEASUREMENT CERTIFICATION

SKILLS

- | | |
|--------------------|-----------------------|
| • SEO | • Wordpress |
| • Google Analytics | • Wix |
| • Google Adwords | • Meta Business suite |