ASHISH KUMAR MULLIK

Contact

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About Me

Passionate and detail-oriented freelancer with hands-on experience in CMS management and digital marketing. Skilled in maintaining websites, implementing SEO strategies, and driving online visibility for clients. Adept at optimizing content, analyzing performance metrics, and enhancing brand presence through creative digital campaigns.

Skills

- Management
- SEO
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

Education

BSc in Digital Forensic
MAKAUT   2022 - 2025

Completed B.Sc. in Digital Forensics (2022–2025) from MAKAUT with a strong foundation in cyber investigation, data recovery, and digital evidence analysis..

Commerce
Navadiganta High School   2020 - 2022

Completed Commerce stream at Navadiganta High School (2020–2022), building a strong foundation in business, accounting, and finance principles.
Developed analytical and problem-solving skills with a keen interest in practical financial applications.

Experience

CMS Admin (Freelancer)   july 2023 - OCt 2024

- Managed and maintained multiple CMS-based websites (WordPress, Wix, Shopify) ensuring smooth functionality and 99% uptime.
- Designed and optimized website content for SEO, improving organic traffic and Google ranking performance.
- Implemented on-page and off-page SEO strategies that increased site visibility and keyword ranking.
- Collaborated with clients to analyze website analytics, boosting engagement and conversion rates through data-driven insights.
- Created and managed digital marketing campaigns (Google Ads, social media) to enhance brand reach and online presence.
- Developed and customized website layouts and plugins to enhance user experience and improve overall site performance.
- Researched competitor strategies and implemented effective SEO tactics that contributed to consistent traffic growth and lead generation.

Certification

- Generative Ai
- Human Recourse