**Arab Salaria**



**Phone - 9023688342, 7889177166 Arabthakur06@gmail.com**

# Summary



Qualified digital marketing professional with solid 6 **Years** of experience in developing SEO & SMO and PPC campaigns, Google Analytics, Search Engine Console, Search Engine rankings monitoring, Website Audit and keyword research, site auditing methods, social media optimization and link building.

A clear communicator with a background in account management and marketing, I have a passion for optimizing websites to achieve business goals and a talent for improving organic search engine rankings with my creative approach and thorough research and analysis.

 **SKILLS**

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| **Professional Skills** | ▪  •  •  •  • | **Excellent written and verbal communicator**  **Deadline-driven**  **Digital advertising**  **Enthusiastic team player**  **Self-directed** |
|  | • | **Problem solving** |
|  | • | **Innovative** |
| **Technical Skills** | ▪  ▪  ▪ | **HTML**  **CSS**  **Microsoft Office** |
|  | ▪ | **Experience in client handling** |
|  | ▪ | **Experience in managing digital campaigns** |
|  | ▪ **SEO, SMM,SMO,PPC** | |

# Work History



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| **Work**  **Experienc e** | 🖉 | **Team Lead at Web Astral Infosystems (SEO & SMO Analyst)** |  |
| 🖉 | **Working as a senior SEO & SMO Executive at Deftsoft from past 3.5 years.** |  |
| 🖉  🖉 | Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.  Developed marketing strategies and campaigns each quarter |  |

**Education**

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| Qualification | School/college | Board/university | Year of passing |
| M.C.A | A.S.S.M college  Mukanpur,  Nawashar | Guru Nanak Dev University.  (Amritsar) | 2011-2014 |
| B.C.A | S.R.P.A. Adarsh  B h a r t i y a C o l l e g e ,  Pathankot. | Guru Nanak Dev University.  (Amritsar) | 2008-2011 |
| 12th | Kendriya  Vidyalaya No-1  (AFS)  Pathankot | CBSE | 2007-2008 |
| 10th | Kendriya  Vidyalaya No-1  (AFS)  Pathankot | CBSE | 2005-2006 |

# Responsibilities



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| **Job Responsibilities** | ▪  ▪  ▪  ▪ | Perform site analysis, keyword research and mapping, and assess link building opportunities Perform competitor  SEO research  Develop SEO strategies, and implement and monitor campaigns  Based on analysis, results and client feedback continually improve and modify strategies to optimise effectiveness.  Prepare analytics and ranking reports and present to clients and management. |
|  | ▪ | Nurture client relationships and develop relationships with new clients |
|  | ▪ | Maintain maximum effectiveness while adhering to strict deadlines and budgets. |
|  | ▪ | Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors. |

# Personal Information



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| **Personal** | ▪  ▪  ▪ | Date of Birth: 06 July,1991  Present Resident in Mohali, Punjab  Sex: Male |
|  | ▪ | Status: Unmarried |
|  | ▪ | Hobbies: Read & writing, Listing Music |