

Mahesh Maurya

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Digital Marketer

Summary: 3 Years of experience in the domain of Digital marketing, SMO and SEO (Search engine optimization) (Both On-Page & Off-Page) & Google ads, paid social media marketing.

Objective: To enhance my professional skills, capabilities and knowledge in an organization which recognizes the value of hard work and trusts me with responsibilities and challenges. To enhance my professional skills, capabilities and knowledge in an organization which recognizes the value of hard work and trusts me with responsibilities and challenges.

Digital Marketing

Skills and competencies

- ❑ **Google Analytics** - Generation & analysis of traffic report using Google analytics to understand the effectiveness of keywords being used and to manage the usefulness of the off-page optimization strategy. Direct, Referral & Search Engine Traffic Analysis, Web Analytics report creation, Unique Visitor, Returning Visitors, Right time visitor.
- ❑ **Google Ads** – search ads, display ads, shopping ads, video ads.
- ❑ **Google Search Console** - Create account on Google Search console tool and find reports like free indexing data, crawl errors, back-link information, blocked URLs, search queries and.
- ❑ **Off Page Optimization** - Blog Posting, Article posting, Classified posting, Social Bookmarking, Blog commenting, PPT/PDF Submission, Video Submission, Guest blogging, Profile posting.
- ❑ **On page Optimization** - Title tags optimization, Heading tags optimization, Page content optimization, Knowledge of Anchor text & Alt tags, Meta description, Meta keywords, Image optimization, Hyperlink optimization, Page speed optimization etc.
- ❑ **Keyword Analysis** - Researching the best keywords using tools like Google Ads (Keyword Planner), Keyword everywhere, Word tracker etc. on 3 major factors Relevancy, Popularity and Compositeness.
- ❑ **Site Analysis** - Complete Technical report of the website. The report includes Mobile friendly test, Page speed mobile & Desktop, HTML & CSS Error, Broken links, UI & UX, On-Page and Off-Page factors of the website, site optimization audits.
- ❑ **Using SEO Tools**: Ahrefs, SemRush, Moz Pro, UberSuggest, Woorank, Google trends, SEO Quake, Keywords Everywhere etc.
- ❑ **Content Analysis** - Reviewing the content, special focus for checking for keywords density, keywords prominence and proximity.
- ❑ **YouTube**: Create & Optimize of YouTube channel.
- ❑ **Facebook Marketing** : Create & optimize Facebook Page, Facebook Ads, and Lead generation.
- ❑ **Instagram Marketing**: Create posts, Boost Instagram posts.
- ❑ **Email Marketing**: Mailchimp, Sendinblue

Education:

| Qualification | Board/University | Year |
|---------------|--------------------|------|
| M.A | Kanpur University | 2023 |
| B.ed | Lucknow University | 2021 |
| ‘O’ Level | NIELIT | 2023 |
| ‘CCC’ | NIELIT | 2016 |
| INTERMEDIATE | U.P. Board | 2012 |
| HSC | U.P. Board | 2009 |

Work Experience:

| Duration | Designation | Company |
|---------------------------|----------------------------|--|
| 25 April 2022 – Till date | SEO Specialist & Team lead | Nowgray IT Services Pvt. Ltd. (www.nowgray.com) |
| September 2020 – Apr 2022 | SEO Executive | Real Gold Enterprises , Marc Laboratories Ltd (www.marccure.com) |

Working Projects:

1. Company Name: Nowgray IT Services Pvt Ltd

- Project URL: <https://nowgray.com/>
- Project URL - <https://ca-office-management-software.in/>
- Project URL - <https://www.skdcommercialco.com/>
- Project URL - <https://veerro.in/>
- Project URL -<https://holypublicgroupofschools.in/holy-public-school-lucknow/>
- Project URL <https://www.nearbymetro.com/lucknow>

Responsibilities:

- Keyword Analysis for the entire project.
- A paid Social media Campaign (Fb,instagram,twitter,linkedin).
- Google Ads(search ads, display ads, shopping ads, video ads).
- Do off page optimization like blog, article, classified, PPT, PDF, Blog Comment, Forum, Q/An etc.
- Do on page optimization like Title tag optimization, Page heading, Page content optimization etc.
- Tracking the organic search result of websites through Google Analytics & Google Search Console.
- To Find broken links of websites through SEO tools.
- Review, special focus for checking for keywords density, keywords prominence & proximity & content duplicity.
- Website 2.0 submission, Guest Blogging.
- Tumblr Account creation & posting.
- And other activities related to Off-Page.

Udemy Certificate of Completion :

- SEO mastery-rank#1 on Google with SEO.
- SEO for webmasters thinking SEO.
- Digital marketing fundamentals-Beginners to pro.
- Google my business 2022 SEO;Fast Google maps ranking.
- Master google analytics 4 reports and GTM basic in 2023.
- The most in-depth Google analytics 4 (GA4) course for 2023.
- Google ads from beginners.
- Google Ads mastery course 2023.
- The ultimate google shopping course and strategy-Google Ads.
- Google analytics certification-get certified & Earn more.
- Social media marketing mastery 2023 | Ads on 10+ Platforms.
- Facebook ads and facebook marketing mastery 2023.
- Power of Quora: A to Z of Earning from Quora & Ads .

PERSONAL SKILLS:

- Smart working, Optimistic, Focused & Confident
- Ability to work in a co located team
- Flexible & Versatile in adapting to new environment

PROFESSIONAL SKILLS:

- Language: Hindi, English
- Search Engine: Google,bing
- Productivity: Microsoft Word, PowerPoint, Excel
- Canva Graphic Design
- ChatGTP
- GoogleBord

Personal Information

Father's Name : Mithai Lal Maurya

Gender : Male

Marital Status : Unmarried

Language : Hindi, English

Hobbies : Traveling

Address : Sector-H, Aliganj Lucknow-226024

I hereby declare that all statements made above are true and complete to the best of my knowledge and assure you the best of me for the organization.

Date:

Place: Lucknow(U.P.)

Signature

(Mahesh Maurya)