

SUMMARY

Actively seeking an opportunity to be integrated into the organization where I will be able to learn and share my experience for the advancement of the organization's programs and goals.

Experience

♦ Ekagata Consultancy Pvt Ltd | June 2021 To Till Date

SEO Consultant

- Handling International Clients Projects.
- On-page- Recommended changes to website architecture, content and linking to improve SEO Positions for target keywords.
- Off-page- Articles, Blogs, Infographics, Local SEO, Bookmarking, and other SEO Backlinks techniques.
- Manage Social Media- Update Posting, Create posters from Canva.
- Researched and analyzed competitor- Keywords, Broken Links, and Backlinks.
- Create a strategy, and execute the project.
- Generate reports- Used Available Tools, and Analytics.

♦ Across Code | May 2020 To May 2021

Digital Marketing Consultant

- To develop and manage the client's wordpress website.
- Research Keywords, Content Optimization.
- Create Backlinks- Local Directory, SBM, Articles, and others Backlinks techniques.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Optimized social media channels and web pages to improve SEO and usability.

♦ Town Hall Education Society | March 2020 To May 2020

Digital Marketing Analyst and Web Developer

- Creating the website and managing the website.
- User engagement analysis using Facebook Metrics tools and Google Analytics.
- Manage Youtube Channel, Update videos, Youtube SEO.
- Creating useful content for the website and making brand awareness.

♦ Taxaccpro | July 2017 To Feb 2020

SEO Executive

- Created and delivered innovative, strategic marketing programs for clients with focus on digital marketing and social media.
- Optimized social media channels and web pages to improve SEO and usability.
- Create Wordpress Website for their clients.
- Performance evaluation using Google AdWords and Google Analytics.
- AdWords- Website research & campaign setup , Ad content creation, and Keyword tool research.

♦ Net World Point | Sep 2015 To April 2017

SEO Executive

- On page optimization – URL structures, Site analysis, Internal linking, Keyword research Meta tags Meta description Track of target keywords.
- Off page optimization – Local SEO, Social bookmarking, Classified submission, Directory submission, Write Article, Search Engine Submission.
- Use SEO tools to analyze and optimize website activity.

- ♦ Digitrend | April 2015 To Sep 2015
SEM Intern
 - Worked with assigned team on projects to meet deliverables.
 - Responsible for campaign management of educational and real estate clients.
 - Learn Google AdWords techniques.
- ♦ Friends Enterprises | June 2012 To Nov 2014
Back Office
 - Developed and updated calendars to schedule team and customer meetings.
 - Designed and implemented office policies and enforced standards.
 - Hired, trained and on-boarded new team members and conducted evaluations to boost performance.
 - Organized daily activities, planning, and tracking metrics.
 - Scheduled regular meetings with staff to review progress and acknowledge achievements.

Education

- ♦ Post Graduate Diploma in Banking and Finance | 64.87% | Sep 2017 – Sep 2021
Symbiosis Center Distance Learning Program, Pune
- ♦ Bcom | 55% | 2006–2009
Christian Degree Collage Lucknow | 59%
- ♦ Rani Laxmi Bai Memorial School, Lucknow 10th | 55% | 2003–2004
- ♦ Rani Laxmi Bai Memorial School, Lucknow 12th | 58% | 2005–2006

KEY SKILLS

• Search Engine Optimization • Search Engine Marketing • Social Media Marketing • WordPress WebDesigning • Content Optimization • Digital Marketing Strategy • Team Player • Learn new Skills

CERTIFICATIONS

- ♦ Computer Accounting 9.0 | 2007
- ♦ Google Adwords Certification | 2015
- ♦ CCC | NIELIT | 2017

ADDITIONAL INFORMATION

- ♦ Languages: Hindi, English
 - ♦ Interests: Internet Surfing, Watching Movies and Sports, Playing Badminton, Basketball
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HAVE A NICE DAY!

