

Abhinav Shukla

Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

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EDUCATION

- **High School - Apr 2013 - Apr 2014**
St. Don Bosco Senior Secondary School | Lakhimpur Kheri
PCM/B

- **Intermediate - Apr 2016 - Apr 2017**

St. Don Bosco Senior Secondary School | Lakhimpur Kheri
PCB

- **BA.LLB (Hons.) - Jun 2017 - Jul 2022**

Shri Ramswaroop Memorial University | Lucknow

- **LLM - Aug 2023 - Pursuing**

Shri Ramswaroop Memorial University | Lucknow

ACCOMPLISHMENTS

1. Nexus Legal - seminar on basics of advocacy skills on September 16, 2017 at International buddha auditorium
2. Shabhagi Shikshan Kendra - Participated in the Youth Democracy Campaign 2017 (skit competition), November 17, 2017
3. ASSOCHAM INDIA - IP Awareness on National IPR policy 2017 - one-day workshop, August 2018
4. A dialogue on Medico Lawyering - One-day workshop at legal owl -9 September 2018
5. Presented paper' 2nd International literary conference : Rethinking The global south' literatures,cultures and media - 2 day workshop on 2nd -3 rd Feb 2019
6. Need for PIL in modern era of litigation - 15 September 2018 at Celera Nexus
7. 2 day workshop on inculcating skills to set up own practice on 28 & 29 September 2018
8. Presented paper at Into legal world national seminar on "save prisoners from injustice - 27 October 2018

SKILLS

Teamwork and Collaboration
Decision-Making
Self-Motivated
Written Communication
Planning And Coordination
Interpersonal Communication

LANGUAGES

English [written & verbal]

Hindi [written & verbal]

EXPERTISE

- Strong Understanding of SEO Principles (Technical SEO, On Page SEO, Off Page SEO, Local SEO)
- Proficiency in SEO Tools (Moz, Semrush, Ahref, Google Search Console, Google Analytics, Google Tag Manager)
- Stay Updated with SEO Trends and best practices
- Exceptional communication and Team leading abilities
- Adaptable and Quick learner

9. Participated in Tedx global day on 1 October 2018
10. Presented paper in National seminar on IPR : CNLU, PATNA

EXPERIENCE

1. March 2022- Decembar 2022 | VARION ADVISORS & ANALYTICS - Content Writer

- Created various blog posts for UPICON for website
- Proofread and correct all the mistakes on the websites of UFS and UPICON
- Created various Social Media Posts including Carousel posts to creative posts along with captions for UPICON, UFS, and VAA

2. January 2023- Till Date | Duplex Technologies Services Pvt. Ltd. - Content Writer

- Increased Organic Traffic by 40% and reduced bounce rates for various clients.
- Positioned websites in competitive niches at top 5 for 20+ high volume keywords.
- Keyword research using SpyFu, KWFinder, AnswerThePublic, and Uber Suggest, along with content writing
- Monitored and analyzed website performance using SEO tools like Google Analytics, and Google Search Console, providing regular reports on key metrics, including organic traffic, keyword rankings and conversion rates