

UDISHI VERMA

Address: K2, Pragati Nagar, Near Florence Apartments, Kotra,
Ajmer 305001 (Raj.)
Phone no.: +91 966-011-6462
Email: udishiverma28@gmail.com
<https://www.linkedin.com/in/udishi-verma-00b8301bb/>



ABOUT ME:

A content writer with a strong command over keyword selection for SEO and am fairly equipped with the knowledge of various SEO based tools online. I have worked on CRM platforms like Shopify, which has given me a lot of insight on how marketing works. I am passionate about digital marketing in particular, and hope to expand my knowledge in this domain.

EDUCATIONAL BACKGROUND:

2019 - 2022	BACHELOR'S OF COMMERCE Sophia Girls' College (Autonomous), Ajmer
2005 - 2019	HIGH SCHOOL Sophia Sr, Sec. School, Ajmer

CERTIFICATIONS:

February 2022	<u>INTERNSHIP AND JOB PREPARATION</u> Internshala Trainings
February 2022	<u>FRENCH CERTIFICATION</u> Internshala Trainings
January 2022	<u>DIGITAL MARKETING</u> Internshala Trainings
January 2022	<u>GOOGLE ADS SEARCH CERTIFICATION</u> Google Skillshop
September 2021	<u>SOCIAL MEDIA MARKETING</u> Edelytics

SKILLS:

- | | | |
|---------------------------|----------------------------|------------------------|
| • SEO | • Keyword Analysis | • Operative |
| • Article Writing | • Microsoft Excel | • Communication Skills |
| • Proof Reading | • Word | • Team Work |
| • Digital Marketing | • PowerPoint Presentations | |
| • Social Media Management | • Shopify Content Writing | |

INTERNSHIP EXPERIENCE:

SHOPIFY CONTENT WRITER AND SEO ANALYST

July 2021 - Feb 2022

Spike Fitness

◆ Key Responsibilities:

- Wrote Articles on Fitness Products and Physical Well-being.
- Added **Backlinks** and **Interlinks** to Internal and External Websites.
- Performed **Keyword Research** for each Article
- Worked Dedicatedly under a Team Ensuring Good Quality Content.
- Performed **Proof Reading**
- Published Articles on **Shopify**
- Performed **SEO Analysis** for Maximizing Traffic to Blogs.
- Wrote **YouTube Descriptions** for various products offered.

◆ Achievements:

- Wrote more than 100 quality articles related to fitness and wellbeing.
- Helped increase traffic to the website by producing relevant content.
- Received a **Letter of Recommendation** for this internship.

CONTENT WRITER AND SOCIAL MEDIA ANALYST

July 2020 – Dec 2020

Singh John

◆ Key Responsibilities:

- Wrote Articles on **Social Media Marketing** and **Affiliate Marketing**.
- Gave each article innovative thoughts.
- Performed Proof Reading for Quality Standards.
- Worked with **MS Office**.
- Reviewed Products.
- **Backlinks**, Keyword Research in Social Media Marketing.

◆ Achievements:

- Received a **Letter of Recommendation** for this internship.

DECLARATION:

I hereby declare that above information is true to my personal Knowledge.
