

Surbhi Suniyal

Dehradun, Uttarakhand
7302359400
Surbhisuniyal8@gmail.com

About Me

A Trained Digital Marketing Enthusiast, great learner and a good team player. Enthusiastic Digital Marketer eager to contribute to team success through hard work, attention to detail and great organizational skills. Good understanding of concepts related to Digital marketing. Motivated to learn, grow and excel in the digital marketing industry.

Core Competencies

- Possess excellent command over oral and written English
 - Habit of meeting or exceeding the project expectation with the stipulated budgets
 - Good understanding of how the web advertising works
 - Good understanding of working in different CMS
 - Loves experimenting, and enjoys improvising.
-

Technical Proficiency

Web Languages: HTML 5, CSS3, Javascript, PHP (Basic)

Webmasters: Google Search Console.

Local SEO: Google my Business, Bing Local

Platforms: WordPress, Shopify, Instamojo, Wix

SEO Tools: Semrush, Google Keyword Tool, Moz Open Site Explorer, Backlink Checker, UberSuggest

Keyword Research Tools : Semrush, Ahref, Google keyword planner, UberSuggest, Keyword.io, Semscoop.

Web Analytics Tools: Google Analytics, NetInsight, WebTrend

SEM: Google Adwords, Facebook Ads, Instagram Ads

SMO: Facebook Paid Ads, Instagram

Career Chronicle

EXPERIENCE

Blogger

Oct 2022-Present

Befitbu.com -A health and wellness website

- Keyword Research-In depth keyword research with various keyword research tools such as semrush, ubbersuggest,semscoop,ahref keyword generator,keyword explorer etc.
- SEO-Content optimization,header optimzation,image optimization,internal linking, competitor analysis.
- Content writing-write quality blogs on topics related to health and wellnes.
- Google Analytics- to track the visitors from different locations and their particular activities.
- Google Search Console- To index the urls,to test the urls, sitemap submission

May 2022-Aug 2022

RSV GROUP-Dehradun

Digital Marketing Specialist

- Development part of redesigning sections according to needs
- Created a digital marketing strategy for an ecommerce business
- Networking on different social media platforms
- SEO of a website, keyword research,Fb Ads, Instagram ads
- Email Marketing for retargetting using different tools.
- Handles all the technical stuffs related to the website.
- Auditing of the website, Working on speed improvising of the website
- Manages all the main part like tracking, UI/UX of a website.
- Works on pixel tracking and event management of a particular user's activity.

March 2021-May 2022

PEARL ORGANISATION, Dehradun

Digital Marketing Executive

- Responsible for working with the clients and understanding their requirements
- Working with the development team in customising landing pages and the flow of information
- Auditing SEO factors and presenting possible opportunities for link building
- Maintaining reports for individual clients and explaining the inferences from analytics
- Arriving at conversion goals by discussing with the project stakeholders
- Achieving the agreed deliverables within the stipulated timelines

Jan 2020- Sep 2020

Freelancer

- Website Design and Development
- SEO of a website
- Email Marketing using different softwares

INTERNSHIP

Digital Deepak - DDIP Batch-11(March-July 2021)

Digi University –Batch-2020

Academic Qualification

2019

Bachelor of Technology(CSE)
Uttarakhand Technical University

2015

Higher Secondary Certification
SGRR Public School , Dehradun

Professional Qualification

DDIP Batch 11
Mentored by Deepak Kanakaraju

Certification

Google Search Ads
Google Analytics
Digital Deepak Internship Program

My Website : <https://befitbu.com/>

Linkedin Profile: @surbhisuniyal

Instagram Page : @mountain_beetle with over 1k followers