

PAYAL GUPTA

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Residence: Kalkaji, New Delhi

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I am pursuing BA. Programme from Delhi University. I am open to learning something new every day, either a skill or life experience. I have a positive outlook towards life. I feel that my strength comes from the fact that I can improve. I am flexible and can adapt to any situation. I believe that there is no substitute to working hard.

CAREER OBJECTIVE

To accomplish the task assigned to me to the best of my abilities and to work in varied areas of the profession.

EDUCATIONAL QUALIFICATION

Year Degree	Course	Institute	Result
2018-2020	BA Programme	Delhi University	Graduate
2018-19	Digital Marketing	Delhi School Of Internet Marketing	Certificate Course
2016	10+2	Manava Bharati India International School	80.5%

EXPERIENCE:

Company: Indifi Technologies Pvt Ltd

Designation: SEO Intern

Duration: 6 Months (March-August)

Company: POPxo

Designation: SEO Intern (On-Page & Off-Page)

Duration: 3 Months (September-November)

RESPONSIBILITIES







- Blog Posting & Commenting
- WordPress
- Chubby (Both Old & New)

- Content Editing
- Forum Posting
- Directory Submission
- Guest Posting (Paid And Manual Both)
- Content Marketing
- SMO
- Article Submission
- Quora
- Competitors Analysis
- Infographic Submission, Business Listing and other Off-Page Activities
- On-Page SEO Activities
- Keyword Research
- Content Optimization (Titles & Meta Descriptions)
- Image Optimization
- Content Formatting
- URL Optimization

KEY SKILLS

- Problem Solving Skills
- Strong Customer Service Skills
- Team-Work Skills
- Written And Verbal Communication
- Content Editor
- In Depth Knowledge About SEO
- Web Analytics
- Google Search Console

➤ Worked On The Following Tools:

-  Ahrefs,
-  Keywordtool.io,
-  Google Keyword Planner,
-  Google Analytics,
-  KW Finder,
-  Semrush

CERTIFICATIONS AND ACHIEVEMENTS

- Certificate of participation in Playnomics workshop conducted by ISBF in XII.
- Certification of Appreciation for the contribution in the college annual fest EXIMIOUS, 2018 for the academic session 2017-2018.
- Certificate of participation for attending a 2 credit course titled working with Microsoft office2013 NIIT (National Institute of Information Technology).

- Certificate of participation for attending a 2 credit course titled working with Advanced Excel 2013 from NIIT (National Institute of Information technology).

HOBBIES

- An avid reader
- Enjoys watching movies and listening to music
- Enjoys surfing internet
- Social Media Enthusiast

I hereby declare that the information furnished above is true to the best of my knowledge.

Place:
Gupta

Payal

Date:

Signature: