

Objective

To enhance my professional skills, capabilities and knowledge in an organization which recognizes the value of hard work and trusts me with responsibilities and challenges.

Experience

- **Fulminous Software** June 2023 - Present
Digital Marketing Executive
 - Generate leads through Facebook ads and Google ads.
 - Run Brand awareness & lead generation campaign on Facebook, Instagram.
 - Create landing page with development team
 - Create content for different social media platforms
 - Implement best SEO strategies on website to increase organic traffic.
 - Performed Keyword Research and optimise content of web-pages according to them
 - Maintain a positive online reputation of company on different business listing platform like Clutch , Designrush, Goodfirms & other platforms.
 - Resolve technical error like 404 errors & optimise page speed of custom coded website.
 - BackLink Creation, increase referring domain by 4x organically in 6 months.
 - Developed a data driven content strategy with content writer related to our targeted keyword.
 - Create pillars page & blog pages with development & content team
 - Outreach for Guest posting in related niche.
- **Efeeders Tech** Oct 2022 - June 2023
SEO Executive
 - BackLink creation
 - Lead team of 4 person as an off page SEO team leader
 - Create off page strategy for ongoing & new projects according to clients requirements
 - Create weekly reports of backlinks for clients
 - keep an eye on issues related to ranking of keywords
 - Project management & interactions with clients related to the project.
 - Prepare content for link submission and for other requirement with the help of tools.

Education

- **B.Tech** 2021
Global institute of technology Jaipur
6.2

Skills

- Google Search Console
- Semrush
- ChatGpt
- Google Analytics
- Google Tag Manager
- Knowledge of HTML & CSS
- Technical SEO
- OFF- Page SEO
- On Page SEO

Declaration

- I here by declare that all the particulars given above are true to the best of my knowledge and belief.
Place : Signature
Date: Harish Panwar