

# Mohini Mishra

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Portfolio : <https://mohini2023.github.io/mohini-mishra-portfolio/>

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## PROFESSIONAL SUMMARY

I am a Digital Marketing and SEO professional with practical experience in keyword research, on-page SEO, content optimization, and performance analysis. I have worked with tools like Google Analytics, Google Search Console, SEMrush, and Canva. Along with SEO, I have a frontend development background, which helps me understand website structure, page speed, and technical SEO basics. Currently pursuing MCA and looking for an opportunity to grow in the field of SEO and digital marketing.

## SKILLS

### SEO & Digital Marketing

- Keyword research and search intent analysis
- On-page SEO (meta tags, headings, internal linking, image optimization)
- Basic off-page SEO concepts
- Content optimization for blogs and landing pages
- Website performance analysis
- Understanding of search engine algorithms

### Tools & Platforms

- Google Analytics
- Google Search Console
- SEMrush
- Canva
- ChatGPT

### Web & Technical Skills

- HTML, CSS, JavaScript
- React
- Bootstrap
- WordPress

## DIGITAL MARKETING & SEO EXPERIENCE

- Performed keyword research using Google search suggestions and SEMrush.
- Optimized page titles, meta descriptions, headings, and URLs for better visibility.
- Implemented on-page SEO techniques such as internal linking and image optimization.
- Analyzed website traffic and user behavior using Google Analytics.
- Monitored website performance and indexing status using Google Search Console.
- Assisted in content optimization based on user intent and keyword relevance.
- Used Canva and ChatGPT to create content ideas and marketing creatives.

## CERTIFICATIONS

- Fundamentals of Digital Marketing – Google Digital Garage
- SEO Certification – SERP Hub
- HTML, CSS, JavaScript & React – Accenture India Technology

## INTERSHIPS

### **Think Future Technology | 3 Months**

- Worked on website pages using HTML, CSS, and JavaScript.
- Fixed UI and layout issues to improve user experience.
- Built responsive pages that supported SEO-friendly structure.
- Gained hands-on experience in debugging and improving website performance

### **Ahoms Technology (SkillZamp) | Frontend & SEO Intern**

- Developed responsive web pages using HTML, CSS, JavaScript, and React.
- Improved UI/UX and fixed layout issues.
- Implemented SEO-friendly page structure and on-page optimization.
- Assisted in performance improvements and debugging tasks.

## EDUCATION

Qualification	Institution	Status
Master of Computer Applications (MCA)	K.R. Mangalam University	Pursuing
Bachelor of Computer Applications (BCA)	Indira Gandhi National Open University	Completed
Senior Secondary (Class XII)	Vidya Niketan Senior Secondary School	Completed
Secondary (Class X)	Vidya Niketan Senior Secondary School	Completed

## STRENGTHS

- Strong analytical and problem-solving skills
- Quick learner and adaptable
- Creative thinking for content and UI
- Good understanding of both SEO and website structure