

AFTAB ANSARI

Digital Marketing Manager

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🌐 alltypesnews.com

📍 Siwan, Bihar India

☆ SEO Expert



SUMMARY

I have 3 years of experience in digital marketing, as well as strong leadership skills and a track record of success. I'm currently looking for a position that will allow me to use my extensive skills and experience to find new clients and develop online strategies that will help businesses grow.

EXPERIENCE

Senior Digital Marketing Manager

Alight Software Private Limited

📅 2022 - Present 📍 Siwan Bihar

- Grew organic blog traffic by 230% in 5 months after fully revamping SEO content publishing pipeline
- Launched several global PR campaigns to increase brand recognition by an average of 5% in European and Middle East markets
- Developed and executed effective SEO campaigns that increased organic traffic by 30%.
- Implemented SEO best practices, resulting in improved search engine rankings.
- Collaborated with the marketing department to manage SEO strategy, leading to a 20% increase in organic traffic.

Search Engine Optimization Expert

Alight Software Private Limited

📅 2022 - Present 📍 Siwan, Bihar

- I'm a SEO Expert with a successful track record in leading digital marketing strategies & executions. Have capabilities of building Brand/organization digitally in touch with current digital trends in the market. An SEO expert is a professional who knows how to optimize a website for search engines and increase its organic visibility, traffic, and conversions. An SEO expert has a thorough understanding of online research methods, marketing trends, online venues, techniques, and tools that can improve a client's online.
- Used tools like Ahrefs, Screaming Frog, SEMRush, and Google Analytics to track and report on campaign performance metrics.

On-page/Off-page SEO Expert

Alight Software Private Limited

📅 03/2022 - Present 📍 Siwan, Bihar

- Analyzing on-page, off-page and technical factors of the site and improving its overall SEO development and performance.
- Overachieved on SEO link building goals (100+ a month)
- implementing effective link building strategies to acquire high-quality backlinks from reputable and relevant websites
- 10 SEO articles each every week
- keyword research including discovery and expansion of keyword opportunities. Researching and implementing content recommendations for organic SEO success
- Improve overall Local Search traffic and volume of campaigns through best practice SEO Optimize Copy and Landing Pages' Heading, Title, and Image Tags, as well as Meta Descriptions

STRENGTHS



Active Learning

I love reading and learning new things to improve myself and be tuned with dynamically changing world and trends.

EDUCATION

Bachelor of Computer Applications

maulana mazharul haque arabic and persian university Patna India

📅 2022 - Present

Advanced Search Engine Optimization Certification Program

Simplilearn.com

📅 06/2023 - 12/2023

Chatgpt for Everyone Certification Program

GUVI Geek Networks

📅 10/2023 - 12/2023

Advanced Diploma in Computer Application

Institute

📅 2022 - 2023

Word Press Internship Program.

The Website Makers

📅 10/2023 - 12/2023

SKILLS

SEO

LINK BUILDING

GUEST POSTING

OFF PAGE SEO

ON PAGE SEO

WORD PRESS

ARTIFICIAL INTELLIGENCE

PYTHON

DIGITAL MARKETING

ADVERTISING

AHREF'S

MS-OFFICE

MS-EXCEL