

# Ajay Ranjan

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## OBJECTIVE

To work in an organization where existing skills and knowledge can be utilized to develop new skills that contribute to the accomplishment of organizational goals.

## EDUCATION

- **BA in Journalism and Mass Communication**, Amity University (2018) – CGPA: 7.0
- **Intermediate, K.N. Inter College** (2015) – 61%
- **10th**, Mithila Public School, Bihar (2013) – CGPA: 7.8

## TECHNICAL COMPETENCIES

- MS Office (Word, Excel, and PowerPoint)
- GA4 Analytics
- Google Search Console
- Google Keyword Planner

## EXPERIENCE

**Total 5+ years of working experience.**

### **Chetu Inc. (March 2022 – Present)**

**Designation:** Sr. SEO Executive

#### **Roles:**

- Delivering internal linking, blog posting and off-page optimization, Meta tag and title description and various activities to improve website ranking and reporting for internal project.
- Strategy making and implementation with the team.
- Documentation of weekly progress report for ongoing project.
- Creation and optimization of robots.txt, schema, twitter card, OG graph.
- Performance based testing of websites and image size optimization.
- Conducting website research for outreach on guest post proposals and infographic exchanges to acquire backlinks.
- Social media marketing for Prerna TV and internal project.
- URL creation for new service pages.
- Using AI tools for keyword search, content optimization, meta title, description suggestion.
- Working on incoming link, 404, website speed, keyword ranking.

### **XenelSoft Technologies (March 2021 – March 2022)**

**Designation:** Jr. SEO Consultant

**Roles:**

- Managed internal linking, blog posting, and content optimization for improved rankings.
- Strategy making and implementation with the team to get the best result for client's selected keywords.
- Documentation of weekly progress report for each project.
- Content generation for specific keywords ranking.
- Creation and optimization of robots.txt, schema, twitter card, OG graph.
- Creation of XML site map, new service page, keyword URL mapping, page headings and page contents.
- Social media marketing for different projects.

**Tools:** Google Analytics, webmaster and different backlink checker tools, Moz tool for data analysis, google ad words.

**SPIN ON WEB PVT. LTD (Feb 2019 – March 2021)**

**Designation:** Sr. SEO Executive

**Roles:**

- Conducted keyword research, guest blogging, and link-building activities (classified ads, forum submissions, social bookmarking, etc.)

**Tools:** Semrush, a href, Screaming Frog

**Doordarshan News (June 2017 – July 2017)**

**Designation:** Intern

**Role:**

- Handling social media posts for Door-darshan.
- Creation and posting of different news contents on different social media platform like Facebook, Twitter, YouTube etc.

**Tools:** MS office

**KEY SKILLS**

- Good Decision Maker
- Good Team Player
- Good Listener