

Aatif Anjum

Digital Marketer

CONTACT ME

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Malegaon

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Skills

- SEO
- WordPress
- Content Marketing
- Content strategy
- Social Media Optimization
- Social Media Marketing
- Web Analytics
- Blogging
- SEM
- Email Marketing
- Content Writing
- Affiliate Marketing

Interests

- Reading/Writing
- Sports:
Chess/Football/Volleyball/
Outdoor Games
- Learning New
Language/Traveling
- Blogging/Wikipedia Editor/
Internet Research
- Social Media: LinkedIn/Twitter

Profile

Results-driven SEO Executive with 3+ years experience. Improved organic search rankings from page 5 to top 5 for 10+ high competition keywords for a leading web application brand and increased their traffic by 30% seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as an SEO strategist at Google.

WORK EXPERIENCE

Sr. Digital Marketer

Atelier Studio LLP. • Work From Home • November (2022) – Currently Working

- Developing and implementing digital marketing strategies to promote Atelier Studio's products and services across various online channels.
- Conducting market research to understand customer needs and preferences and to identify trends in the industry.
- Conducting market research to understand customer needs and preferences and to identify the Managing Atelier Studio's social media accounts and creating engaging content to increase brand awareness and customer engagement in the industry.
- Providing leadership and mentorship to junior members of the marketing team, including training and coaching.
- Developed and implemented quality link-building strategies.
- Recommended changes to website architecture, content and links to improve SEO positions for target keywords.
- Worked with the development team to properly implement SEO best practices on newly WordPress websites.
- Managing In-depth experience with website analytics tools (e.g, Google Analytics, Google Search Console, Page Speed Insights, Mobile Friendly, etc)
- Managing all SEO activities such as content strategy, link building, and keyword strategy to increase rankings on all major search engines.
- Building and executing detailed Off-page SEO strategies including guest posting (Free & paid), Quora, and executing and publishing blogs/articles on high authority websites.
- Monitor daily performance metrics to understand SEO strategy.
- Formulating and delivering the SEO strategy for all our sites including technical, content, offsite & promotion

Sr. SEO Executive

Orkst Consultants Inc. • Work From Home • July (2021) – September (2022)

- Created dynamic SEO strategies to exceed market competitors.
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming.
- Utilized search engine optimization and emphasized the importance of link building.
- Developed and implemented quality link-building strategies.
- Maintained knowledge of current market trends and algorithm updates of top search engines.

Testimonial

“During the course of Internship, He Researched, Created Unique Content and Published on Blog. The Quality of Work Produced at Aatif is Excellent & Professional I fully recommend Him for a position of his Ability to undertake even the most complex of work.” **Propings.in Ltd. (Content Writing Internship)**

- Recommended changes to website architecture, content and links to improve SEO positions for target keywords.
- Worked with the development team to properly implement SEO best practices on newly developed code.
- Researched and implemented search engine optimization recommendations.
- Managing In-depth experience with website analytics tools (e.g, Google Analytics, Google Search Console, Page Speed Insights, Mobile Friendly, etc)
- Managing all SEO activities such as content strategy, link building, and keyword strategy to increase rankings on all major search engines.
- Building and executing detailed Off-page SEO strategies including guest posting (Free & paid), Quora, and executing and publishing blogs/articles on high authority websites.
- Monitor daily performance metrics to understand SEO strategy.
- Formulating and delivering the SEO strategy for all our sites including technical, content, offsite & promotion

SEO Executive

Digiwale Babu. • Work From Home • August (2021) – February (2022)

- Performed in-depth analysis of new client sites.
- Managing tasks assigned by the team leader on a day-to-day basis.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Completed keyword research to target clients based on keyword targeting.
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
- Utilized search engine optimization and emphasized the importance of link building.
- Developed and implemented quality link-building strategies.
- Proofread and edited client content to alleviate errors and improve overall quality.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Analyzed and audited clients' websites to address performance issues.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Worked with the development team to properly implement SEO best practices on newly developed code.
- Researched and implemented search engine optimization recommendations.

Digital Marketing Trainer

Universal Infotech • Malegaon • March (2021) – September (2022)

- Hands-on Digital Marketing Strategy, Website Designing (WordPress), Search Engine Optimization, Content Marketing, Affiliate Marketing, Social Media Marketing, Google Ads (Basic), Online Reputation Management, Branding, Blogging and more.
- Providing classroom training in Digital Marketing.
- Training candidates in all aspects of digital marketing.
- Helping students in the practical execution of Digital Marketing.
- Planning and preparing lesson plans for Digital Marketing.
- Handling doubt sessions or query sessions of the students.
- Handling Batch Management of the institute.

- Able to give appropriate assignments and projects for the students to make them grow with hands-on experience in digital marketing;

Content Writer Intern

Propings.in Ltd. • Work From Home • July (2019) – October (2022)

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Edited and proofread content to confirm proper grammar, quality and consistency with AP style.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Managed competing deadlines with efficiency.

Blogger

Self Employed • Malegaon • February (2018) – Present

- Published regular pieces on Digital Marketing/ Technology/ Health/ Review/ Poems/ and etc. to blog.
 - Created dynamic graphics to accompany blog posts.
 - Connected and interacted with readers via email or message boards to address needs and ideas of audience.
 - Posted regularly on blog and other social media outlets to increase retention, acquisition rates and levels of engagement with blog.
 - Researched creative topics to write, edit and create layouts for new articles and features.
 - Maintained aesthetics of blog through images and troubleshooting issues.
 - Implemented SEO strategies to optimize web content for search engines.
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- Produced original, creative content for promotional advertisements and marketing materials.
 - Customized and design the WordPress site
 - Implemented and assessed the performance of SEO best practices.
 - Designed responsive, mobile-first websites from design concepts.
 - Adhered to SEO best practices while designing sites.

Here Are the My Blog's List,

- Aremotely.com
- Uhindi.com

Freelance

Projects • Malegaon • February (2018) – Present

- Spearheaded client meetings to determine project needs and professional requirements and identify the correct course of action enhance client success.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Collaborated with internal departments to build digital experiences and achieve marketing goals.
- Monitored and optimized advertising campaigns using Google, Facebook and Instagram.
- Identified growth opportunities and developed initiatives to increase market share.
- Analyzed and reported social media and online marketing campaign results.
- Increased customer engagement through social media.
- Analyzed competitor pages to locate backlink and keyword opportunities.

- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Created social media content with consistent content and tone.
- Improved page content, keyword relevancy and branding to achieve search engine optimization goals.

Company/Firm Detail,

Zian Healthcare Pvt.

Fashioni Textile Pvt.

- Published regular pieces on Digital Marketing/ Technology/ Health/ Review/ Poems/ and etc. to blog.
- Created dynamic graphics to accompany blog posts.

EDUCATION & CREDENTIALS

SSC, The Malegaon High School, Malegaon

Feb 2011 - Feb 2012

HSC, The Malegaon High School & Jr. College, Malegaon

Feb 2012 - Feb 2014

Diploma (Civil Engineering), MMANTC, Malegaon

Feb 2016 - Feb 2019