

Abhishek Rajput

abhishekrajput261997@gmail.com | +91 7524998915 | Lucknow

CAREER OBJECTIVE

Passionate digital marketing professional, skilled in SEO, Social Media Marketing and WordPress website building, eager to apply my skills for digital trends to help businesses enhance their online presence. Looking to join a creative team and contribute to their digital success.

WORK EXPERIENCE

SEO Outreach Specialist

Dec 2024 - Present

Saasmonks, Virtual

- Reached out to website owners, link-builders and other potential leads through LinkedIn and email to build backlinks for clients.
- Managed and updated link exchange data using Google Sheets.
- Helped plan and execute link building strategies to improve website rankings.
- Found websites for guest posting and other link opportunities.
- Used tools like Ahrefs to check backlink quality and track performance.

Website & Social Media Administrator • Internship

Oct 2022 - Sep 2024

Risedigit, Virtual

- Managed and maintained clients' WordPress websites, ensuring regular content updates and optimization.
- Published 100+ new blog posts, images, while handling social media platforms to increase engagement.

Off-Page SEO • Internship

Sep 2021 - Feb 2022

ABC Steps, Virtual

- Performed off-page SEO tasks, focusing on creating high-quality backlinks and managing social bookmarking activities.
- Contributed to improving domain authority by building diverse external links on relevant platforms.

Off-Page SEO • Internship

Mar 2021 - Sep 2021

Avanzar Health, Virtual

- Assisted in executing off-page SEO strategies, including backlink building, guest blogging, social bookmarking, and directory submissions.
- Conducted keyword research to identify link-building opportunities.

Data Entry • Internship

Feb 2021 - Mar 2021

Sparsh Garg Pvt Ltd, Virtual

- Responsible for accurately inputting, updating, and maintaining large datasets.
- Ensured data accuracy by conducting regular reviews and proofreading documents.

EDUCATION

Bachelor of Science (B.Sc), Biology

2019 - 2022

Maharaja Agrasen Himalayan Garhwal University

Percentage: 65.24%

Diploma, Paramedical

2017 - 2019

J.P. Homoeopharmacy College

Percentage: 83.00%

Senior Secondary (XII), CISCE

2016

City Montessori School, Lucknow

Percentage: 88.25%

Secondary (X), CISCE

2014

City Montessori School, Lucknow

Percentage: 73.40%

TRAININGS / CERTIFICATIONS

Elevating Your Digital Marketing Game

Sep 2024

Internshala Trainings, Virtual

Lead, Engage, Sell

Aug 2024

Internshala Trainings, Virtual

Impacting Audiences With Social Media Organic

Jun 2024 - Jul 2024

Internshala Trainings, Virtual

Build And Rank Your Website

Apr 2024 - May 2024

Internshala Trainings, Virtual

Digital Marketing Placement Guarantee Course

Apr 2024 - Mar 2025

Internshala Trainings, Virtual

PORTFOLIO

[Portfolio link ↗](#)

PROJECTS

[Creating an Email Funnel for an Ed-Tec ↗](#)

Sep 2024

- Devised a strategy for increasing sales of Finishing School.
- Developed a Landing Page for Collecting Leads and a Sales Page for Purchasing Course.
- Executed an Email Marketing Campaign aimed at nurturing leads.

[Capstone Project - Complete Marketing Strategy for Optimised Brand Growth for Nish Hair ↗](#)

Sep 2024

- Conducted research to find out marketing channels utilised by the brand.
- Designed a social media campaign for the brand to improve its visibility and engagement.
- Performed website audit, developed an SEO strategy, executed keyword research, and identified backlink opportunities for the brand.
- Built a brand website using WordPress.
- Created a comprehensive profile for the brand's target audience.
- Crafted buyer personas to illustrate various segments of the target audience.
- Developed and implemented strategies for Meta & Google Ad campaigns.

[Advertising Analysis and Creation ↗](#)

Aug 2024

- Carried out advertising audits for fashion brands emphasizing Ad copy, Call To Action, and Relevance.
- Launched a Facebook ad for Domino's Pizza as part of a Brand Awareness campaign.

Google Analytics

Aug 2024

Internshala Trainings, Virtual

Paid Social Media Marketing- Reach Beyond Organic

Jul 2024

Internshala Trainings, Virtual

Search Engine Marketing

May 2024 - Jun 2024

Internshala Trainings, Virtual

Marketing Fundamentals: A Beginner's Journey

Apr 2024

Internshala Trainings, Virtual

[Google Analytics ↗](#)

Sep 2024

- Data Collection and Preparation for Google Merchandise store.
- Sales analysis and identification of Top-performing & Underperforming Products.

[Social Media Marketing Plan for Nasher Miles ↗](#)

Aug 2024

- Implemented a social media organic marketing strategy, influencer marketing strategy, and paid marketing strategy.
- Launched Meta ads for Sales and Re-marketing.
- Designed Ad Copies and Ad Creatives.

[Creating Social Media Marketing Strategy for Myglamm ↗](#)

Jul 2024

- Conducted an audit of MyGlamm's social media platform.
- Developed a social media strategy for organic marketing.
- Designed a social media content calendar and banners for posting.

Marketing Strategy for Mahindra XUV800 Electric Vehicle ↗

Jun 2024

- Developed Google Ads strategy aimed at enhancing Brand Awareness and Generating leads.
- Launched Search ads & Display ads to achieve the objectives.

Audit & Strategise the Brand Marketing of Patanjali ↗

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Apr 2024

- Analyzed brand overview, focusing on brand history, brand & consumer truth, product offerings, current marketing position, and marketing campaign.
- Conducted competitive research to identify the brand's major competitors and analyze their strengths and weaknesses.
- Carried out research to analyze the brand's current and potential target audience.

SKILLS

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|---------------------------------|--------------------------|------------------------------------|
| • MS-Excel | • MS-Office | • Search Engine Optimization (SEO) |
| • Digital Marketing | • Social Media Marketing | • Time Management |
| • WordPress | • Email Marketing | • Google Analytics |
| • Google AdWords | • Facebook Ads | • Canva |
| • Search Engine Marketing (SEM) | • Facebook Marketing | • English Proficiency (Written) |
| • HTML | • CSS | |

EXTRA CURRICULAR ACTIVITIES

- Developed Wordpress Websites & Landing Pages during my Digital Marketing Course.

Building an Online Presence for Furlenco ↗

May 2024

- Conducted a comprehensive website audit for the brand Furlenco.
- Designed a website for Furlenco using WordPress.
- Carried out keyword research and developed SEO strategies aimed at improving website ranking.