



# Shivam Pal

## Digital Marketing Executive

Increase your brand growth online with my skills and expertise.



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## SKILLS

SEO

SMM

Link Building

Video Marketing

Video Editing

Adobe After Affect

Content Marketing

Data Analysis

MS Excel

Google Analytics

Community Management

## LANGUAGES

English

Professional Working Proficiency

Hindi

Native or Bilingual Proficiency

## HOBBIES

Travelling

Reading

Music

Fitness

## WORK EXPERIENCE

### Investor And Trader

#### NSE and BSE

10/2022 - Present

*Achievements/Tasks*

- Deep understanding of Futures, Options and Intraday trading with building setups.

### SEO Executive

#### ImmuneBytes

04/2022 - 09/2022

Smart Contract Audit and Blockchain Security Service Company.

*Achievements/Tasks*

- Strategized, developed, and managed On-Page and Off-Page SEO of the website.
- Keywords, Meta tags, Schema and Blog optimization.
- Link building for the website and Increased organic traffic.
- Worked closely with content writer to generate new blog posts ideas and amplify those posts on social media.
- Managing facebook marketing campaign.
- Content planning for On-Page and Off-Page SEO.
- Community building on reddit and discord.
- A thorough analysis of website performance with the help of SEMrush, Google Analytics, Ubersuggest, and GSC.

Delhi, India

### Digital Marketing Intern

#### StarClinch

11/2021 - 04/2022

Artist booking Platform For Events

*Achievements/Tasks*

- Performed SEO analysis of the website and made it SEO-friendly.
- Improved On-Page SEO performance, resulting in page speed improvement and Ranking as well.
- Content Planning for Link Building. Planning and Posting Infographic on various social handle.
- Social Media Marketing on Instagram and Facebook.
- Worked on SEO Tools like Ahrefs, UberSuggest, Google Analytics, GSC.

Delhi

## CERTIFICATES

The Non Technical Guide To Effective Data Science - LinkedIn

Content Marketing - HubSpot Academy

Fundamental of Digital Marketing - Google

Graphic Design and UI UX Design - Great Learning

## EDUCATION

### Bachelor of Commerce

#### University of Delhi

08/2018 - 09/2021

Delhi, India