



# NEEDA ANJUM

## CERTIFIED DIGITAL MARKETING

### CONTACT

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### TOOLS

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- Google Keyword Planner
- Semrush
- Google Search Console
- Canva
- Screaming Frog
- Google Ads
- Transparency Center

### SKILLS

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- Creativity
- Teamwork
- Proactive
- Innovative Mindset
- Time management

### PROFESSIONAL PROFILE

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I have honed my skills and acquired a deep understanding of business requirements, customer needs, and industry best practices. My primary focus has always been on delivering outstanding results by meticulously analyzing products, identifying areas for process improvement, and steering successful product launches.

### WORK EXPERIENCE

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**Radtel India Private Limited- 1st august to 30th novembar**  
**Digital Marketing Intern**

- **Local SEO Optimization:** Conducted a comprehensive local SEO strategy for the project.
- This involved optimizing Google My Business listings local directories, and on-page content for location-based keywords.
- **Keyword Research and Strategy:** Performed extensive keyword research to identify relevant and high-traffic keywords specific to the business niche.
- **Site Auditing and On-Page Optimization:** Conducted a thorough website audit to identify technical issues, content gaps, and SEO opportunities.
- Implemented on- page optimization techniques, including meta tag optimization, schema markup, and content improvements, to enhance the site's SEO performance
- **Backlink Building:** Developed a backlink acquisition strategy to enhance the website's authority and domain ranking.
- Acquired high-quality backlinks through guest posting.
- Content Writing: The content writing project, undertaken with precision and creativity for "Savibindu homeopathy"

## EDUCATION

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- **acharya Tulsi national college of commerce shimoga**
  - bachelor of commerce , 81 % 2022
  - **acgarya PU college shimoga**
  - PUC , 83 % , 2019
  - **Mary immaculete girls high school shimoga**
  - SSLC ,76% ,

## CERTIFICATES

- **Edred Certified Digital Marketing Professional**
- **Semrush Certification on**  
**Local SEO**  
**Backlink Management**  
**Keyword Research**  
**Advanced Content Marketing**
- **Hubspot Certification on**  
**Email Marketing**  
**Social Media Marketing**  
**DM Certification**

## LANGUAGE

- english
- kannada
- hindi
- urdu

**PLACE : bangalore**

**LOCATION : banashankari 2nd stage**