

# Aadesh Srivastava

Results-driven Digital Marketing Specialist with 3 years of experience in SEO, SMO, and SMM. Proven expertise in optimizing websites for search engines, managing social media marketing campaigns, and improving online brand presence. Passionate about driving traffic, increasing engagement, and enhancing business growth through digital strategies.



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📞 7978157181

📍 Ajnara Homes, Noida, India

📅 19 December, 1997

## EDUCATION

### **P.G.D.M**

G.L Bajaj Institute Of Management And Research

07/2018 - 10/2020,

### **B.B.A**

Galgotias University

08/2014 - 07/2017,

## WORK EXPERIENCE

### **INTERNSHIP**

Stockholding Corporation Of India Limited

05/2019 - 07/2019,

Greater Noida

*Achievements/Tasks*

- Customer interaction
- Cold Calling
- Customer Handling
- Preparing Sales Report At End Of Day

### **Senior Digital Marketer**

Drive IT Digital

07/2021 - Present,

Noida

*Achievements/Tasks*

- Conducting keyword research and competitor analysis to enhance search rankings.
- Implementing On-page and Off-page SEO strategies.
- Creating high-quality backlinks for better website ranking.
- Conducting website audits and optimizing technical SEO aspects
- Managing **Social Media Optimization (SMO)** and **Social Media Marketing (SMM)** strategies to improve brand visibility.
- Handling **Google My Business (GMB)** postings and local SEO.
- Monitoring analytics and preparing monthly performance reports.
- Overseeing **Online Reputation Management (ORM)** strategies.
- Performing competitor backlink analysis and implementing link-building tactics.
- Developing content marketing strategies to enhance organic search rankings.

## SKILLS

OFF Page SEO

ON Page SEO

Keyword Research

Google Analytics

Shopify

Google Search console

Technical SEO

WordPress Website Management

Social Media Optimization (SMO)

Social Media Marketing (SMM)

## PERSONAL PROJECTS

Awareness of Mutual Fund in Market  
(05/2019 - 07/2019)

- Analysis of mutual fund in market through the survey method and customer response.

## CERTIFICATES

Digital Marketing Certification (EDU PRISTINE INSTITUTE) (11/2017 - 03/2018)

The online marketing fundamental qualification (Google) (04/2018)

Digital Marketing Certification by Ministry of Micro, Small and Medium Enterprises -Government ministry (MSME) (09/2019)

*2 day certification course*

One Day Training on ADVANCED MICROSOFT EXCEL by (MSME) – TECHNOLOGY DEVELOPMENT CENTRE (PPDC) (12/2018)

Basic course in stock markets Certification by BSE INSTITUTE LIMITED (02/2019 - 03/2019)

## DIGITAL MANAGEMENT | OPERATION TOOLS

Microsoft Excel

Mircosoft Power point

Microsoft Word

Photopea (Image Editing Tool)