Naveen Kumar

SEO Analyst

I believe learning new things is crucial for growth, whether it's in your career or life. I stick to a simple mindset: learn and put it into action.

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INTERNSHIP

SEO Analyst (Remote)
Oxper Martech - B2B Marketing Agency

04/2024 - Present   *Gurgaon, Haryana*

Responsibilities

- I take care of SEO for B2B clients at my current job, making sure their content ranks well and supports their business goals.

SEO Analyst
Doors Studio - Creative Digital Marketing Agency

02/2024 - 04/2024   *Gurgaon, Haryana*

Digital Marketing Executive
Purple Brick Consulting (Digital Marketing Agency)

03/2022 - 02/2024   *Gurugram, Haryana*
Worked on Google Ads, Facebook Ads, Guest Posting, On-Page SEO and Guest Post Selling for a client.

Achievements/Tasks

- Guest Post Process Creation.
- Lead Generation for a Health Niche Client.
- Conversion Rate Optimization(CRO) for the health niche client.
- 1000$+ Revenue Generated through Guest Post Selling.
- Keyword Research and Keyword Mapping.
- Content Optimization

Self Learning
www.crackthebook.in

05/2021 - 02/2022   *Bhiwani, Haryana*
In this period of time, I've learnt many thing related to my field such as SEM, SMM, SEO . I tried to deep dive into

Achievements/Tasks

- Got certified in many skills like; Google ads, Google Analytics, SMM.
- Learnt to manage WordPress websites.
- Created my own WordPress website while learning about it.

Digital Marketing Intern (Remote)
Code Counter, New Delhi

09/2020 - 04/2021

Achievements/Tasks

- Off-page SEO
- Google Adwords
- Social Media Optimization

EDUCATION

B.Com
Chourdhary Bansi Lal University

2017 - 2020   *Bhiwani, Haryana*

SKILLS

Guest Posting   Keyword Research   Anchor Text Optimization   Problem Solving   On-Page SEO   Technical Audit   HTML   Google Analytics   Google Search Console

OTHER ACTIVITIES

Copywriting
I attempted copywriting once, prior to commencing my first formal employment.

Blog Writing
I have previously written blog content for my website, crackthebook.in (Not Owned by Me Now).

LANGUAGES

English
Professional Working Proficiency

Hindi
Full Professional Proficiency

INTERESTS

Cinephile