

EDUCATION

Integrated B.Tech & MBA

IIIT Gwalior

2019 - 2024

WORK EXPERIENCE

SEO And Google Ads Consultant

Anchor & Wine LLC, Virtual

Job • May 2024 - Present (3 months)

- 1) Managed to get a CTR of 7.2% in Google ads.
- 2) Increased traffic by 5 times and got some blogs on the top of the SERP.

Digital Marketing Specialist

Brainquest, Virtual

Job • Jan 2024 - May 2024 (5 months)

- 1) Did On and Off page SEO for 18 websites.
- 2) Ran Google ads campaigns.
- 3) Wrote 3 articles and ranked them on SERP.
- 4) Managed to get a blog written by me first rank on SERP (For multiple keywords including short tail ones).
- 5) Handled clients.

Search Engine Optimization (SEO)

FirstPrinciples, Virtual

Internship • Feb 2022 - May 2022 (3 months)

- 1) Worked on multiple websites and was in the team responsible for optimising those sites , Longtailpro, zipboard etc.
- 2) Was responsible for creation of basic backlinks and was in the learning process of creating advanced backlinks through outreach.

PUBLICITY And CONTENT WRITING COMMITTEE HEAD

IEEE, IIIT Gwalior Branch, Gwalior

Internship • Dec 2021 - Present (2 years 8 months)

Leading and managing a team of 6 members which is responsible for conducting marketing campaigns, handling social media platforms, content writing, calling and mailing, and getting sponsors for events

POSITIONS OF RESPONSIBILITY

Responsible for creating content for social media and various other on-page SEO practises for IEEE student branch.

Leading a team of 6 members to conduct publicity campaigns of IEEE M.P Branch.

TRAININGS

Hubspot SEO I & II Certification

Hubspot, Online

Dec 2022 - Feb 2023

Content Writing Specialization

Unboxing Arts, Online, Online

Feb 2022 - May 2022

A comprehensive specialization program taught by some of the industry veterans.

Google Analytics

Google, Online

Jan 2022 - Feb 2022

Web Development

Internshala Trainings, Online

Dec 2021 - Feb 2022

Google SEO Fundamentals

University Of California, Davis, Online

Oct 2021 - Dec 2021

PYTHON FOR ENGINEERS

NIT Jaipur, Online

Dec 2020 - Jan 2021

PROJECTS

ERP College Management System

Jun 2022 - Sep 2022

Zipboard Website Optimization

Mar 2022 - Apr 2022

As an intern in this project I made website audit report on 40 parameters using ScreamingFrog. Also, I assisted the specialist in outreach and learned how to get quality backlinks to increase domain authority of a website. The business goals were met

Stock Market Research

Jul 2021 - Oct 2021

Airport Management System

Nov 2020 - Nov 2020

SKILLS

Search Engine Optimization (SEO)

Intermediate

Python

Search Engine Marketing (SEM)

Beginner

Canva

Beginner

MS-Office

Intermediate

CSS

Intermediate

Social Media Marketing

Beginner

Adobe Photoshop

Beginner

Google AdWords

Intermediate

Facebook Marketing

Intermediate

English Proficiency (Spoken)

Intermediate

Intermediate

HTML

Intermediate

Digital Marketing

Intermediate

Email Marketing

Beginner

Content Writing

Advanced

Google Analytics

Intermediate

Instagram Marketing

Intermediate

English Proficiency (Written)

Advanced

ADDITIONAL DETAILS

A professionally trained theatre artist, did more than 50 short dramas and 2 plays

Secured 98.22 percentile in JEE Mains 2019 in the first attempt.

I.Q score 118(Mensa Approved).