

**Ripti Verma**  
**Digital Marketer**

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To be the best Digital Marketer and to be the most Valuable asset to any organization.

## **Objectives**

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Skills

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Digital Marketing, Website Designing (Word press), Canva Designer, SEO, ON-PAGE SEO, OFF PAGE SEO, Content Writing / Blogging, YouTube SEO, Social Media Marketing, Google ADS, Google Console

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## **Experience with Being Topper Inst.**

### **Practical Exposure:**

1. Digital Marketing
2. Website Designing
3. SEO SKILLS

On-page – Knowledge of Alt tags, Title tag, Anchor text, Meta Description, Meta Keywords, Keyword Research, Image Optimization, Content Optimization, Sitemap Generation, etc.

Off-page – Social Bookmarking submission, Directory submission, Blog Submission, Blog posting, Guest Posting, Business Listing, Profile Link, Article submission, Comment posting Article formatting, Forum posting, Tier- 2 link building, Video Submission, etc.

SEO Tools – Google Analytics, Webmaster tool, Answer the Public, Ahref, Google Search Console, Small Seo Tools

4. E- mail Marketing – Mail Chimp
5. Content Writing / Blogging/Article
6. Social Media Marketing – Facebook, Instagram, LinkedIn

- 7. YouTube SEO (Podcast).
- 8. Google Ads, Facebook Ads
- 9. Canva Design

#### **Projects Executed ::**

**Develop site** [www.digitalardents.com](http://www.digitalardents.com)

And for **Interior Designer Client**, Spacecraft

**Graphics** Work for Instagram & Facebook Post and Linked In.

1. Completed Internship with **Vlebzazaar**, E-Commerce as a Social Media Intern from 15<sup>th</sup> July to 16<sup>th</sup> August 2023.

#### **Role:**

- Assist in the development and execution of social media strategies to increase brand awareness and engagement across various platforms such as Facebook, Instagram, Twitter, LinkedIn, etc.
- Create engaging and compelling content (including but not limited to posts, graphics, and videos) tailored to each platform and our target audience.
- Help manage the social media content calendar, scheduling posts, and ensuring timely delivery of content.
- Stay up-to-date with the latest social media trends, tools, and best practices to continuously enhance our strategy.

2. Working in FAR 1 Technology Venture of ADFAR Technology IT Company as a Digital Marketer Intern – from 27<sup>th</sup> July 2023 till now.

#### **Role:**

- Writing Technical Article , <https://aladfargroup.com/blog/> (visit the site to see the blog)
- Create designs through Canva,
- Searching keywords , analyzing the competitors through different tools
- Check the plagiarism then Upload on Word press elementor
- Doing SEO for that blog then published, and then work on Google Console to check the performance of the site, issues and indexing the page.
- working on YouTube Podcast SEO

## **Internship**

BCA from MCRP University Bhopal in 2001.

## **Education**

*MBA* - Shiva Institute of Management Studies, Ghaziabad.

Approved by AICTE, and Affiliated to DR. B.R.

Ambedkar Univ. Agra. Batch 2004- 2006.

Digital Marketing Professional Course - Being Topper,  
2020

## **Certifications**

**Google my Business, YouTube Google Ads, Digital Marketing**