

VISHAL

vishalvats0012@gmail.com

+91 9255138687

Sector 63, Noida, UP

LinkedIn : <https://shorturl.at/HB7yi>

SUMMARY

I strive to work with an organization where I can showcase my new skills and make the best use of my abilities and skills to support the program. This not only creates opportunities for professional development but also improves overall organizational growth.

WORK EXPERIENCE

SEO Executive, Cannarma Pvt. Ltd.

December 2022- June 2023

- Strategy planning for sustainable growth of the organization.
- Conduct in-depth competitor analysis to identify strength and weaknesses of competitor.
- Collaborating with content writers for implementing articles and blog in website.
- Analyzing website ranking for targeted keywords, monitoring performance and identifying areas of improvement.

Digital Marketing Associate, Speqto Technologies Pvt. Ltd

June 2023 - November 2023

- Developing SEO project strategies to achieve organizational goal and objective.
- Performing website audit to identify on-page and off-page seo issues hindering our website's visibility.
- Work with content writers to optimize website pages and articles for better rankings.
- Analyze your competitors' websites and digital marketing tactics.
- Set up and optimize Google Ads campaigns to drive paid traffic to our site.
- Manage and create content for social media platforms to promote our brand.
- Regularly check and track your website's rankings for our target keywords.
- Use tools like Ahrefs, Moz, SEMrush and Scrapebox to find new keyword opportunities.
- Research and identify the best keywords for our business to target.

SEO Executive, Meon Technologies

November 2023 - Present

- Developed and executed comprehensive SEO strategies aligned with organizational goals and objectives.
- Conducted thorough website audits to pinpoint on-page and off-page SEO issues impacting online visibility and search engine rankings.
- Performed in-depth competitor analysis to assess digital marketing tactics and identify opportunities for strategic advantage.
- Monitored and analyzed website rankings for targeted keywords, implementing data-driven optimizations for continuous improvement.
- Leveraged industry-leading tools such as Ahrefs, Moz, SEMrush, and Scrapebox to conduct keyword research and uncover new opportunities.

EDUCATION

High School

2005-2016

New Happy Public School

Intermediate

2016-2018

New Happy Public School

Bachelors Of Commerce

2018-2021

Guru Nanak Khalsa College

CERTIFICATION

Diploma in Digital Marketing

2020-2021

Guru Nanak Khalsa College

SKILLS

- Keyword Research
- Competitor Research
- Business Analyst
- Advance Link Building Tactics
- Ahref
- Moz
- on-page / off-page
- Excel and Google sheets
- Social Media Marketing
- Google Analytics / GSC
- Semrush