Shubham Chaurasia

492 Govind Nagar
Kanpur, UP
+91 9264955475
chaurasiashubham880@gmail.com

Self-taught SEO specialist with two years of experience. Raised B2C client's organic search ranking from page 7 to Page 1 in the top three within two months. Increased organic traffic by more than 40%. Data Engineer

EXPERIENCE

Rathi Global Realty, Ghaziabad — *SEO Specialist*

Aug 2022 - Present

1. Worked on different website designing components like server handling, AWS instances technical SEO.

2. Optimized websites for technical bugs and issues with effective SEO.

3. Ranked websites from 7 pages to 1 page and on the top 5 for more than 10 keywords.

4. Fast indexing setup through API and python.

5. Content writing for luxurious projects in Delhi, Noida, Gurgaon, and Ghaziabad.

AdsGraphy, Kanpur — *Digital Marketing Executive*

September 2020 - July 2022

1. Regulated website database and learned SQL, Python, and Docker.

2. Content writing for documentation.

3. Managing Jira. Reports making in excel.

4. Worked on AWS EC2 instances for website and application deployment.

5. Completed documentation of software on a CMS (Bedesk)

6. Marketing plan and strategy making.

7. Overall team performance index increased by 50% in only 12 months.

Rank Keywords Pvt. Ltd, Kanpur — *Digital Marketing Intern*

June 2020 - September 2020

Responsible for analyzing, reviewing, and implementing optimized websites to be picked up by search engines. Off-Page and On-page SEO practice.

EDUCATION

Apollo Institute of Technology Kanpur, — B.Tech In CSE

July 2022- August 2025

★ Pursuing bachelor's and learning data analysis as a side hustle and uploading Projects on GitHub and Medium to help the community.

SKILLS

Content Writing

Keyword Research

Technical SEO

Off-page & On-page SEO

Analytics

SQL & Python

Google Adwards

Extra Skills

Automation

Competitor Analysis

Team Management

Market Research

Tools Used

Jira, href, WordPress

Google Analytics

Figma, Adwards

GTM, SEMrush

Excel, HTML & CSS

Linux, VS Code

LANGUAGES

English,
Hindi

Government Polytechnic Kanpur, — Diploma In IT

July 2019 - August 2022

- Completed Diploma In Information Technology
- Learned Networking, Servers, Cloud and Data Science

CERTIFICATES

Fundamentals of digital marketing — *Apr 2021*

Learned basics of different methods of digital marketing like SEO, SMO, Content Marketing, Email Marketing, Paid Advertisement, and Affiliate Marketing.
Platform: Skillshop

Google Ads Display Certification — *May 2022*

Learned how to **create, manage and optimize** Google Ads Display campaigns.
Platform: Skillshop

Advance Search Engine Optimization — *Aug 2022*

Learned advanced SEO tips and technical issues from Brian Dean. Link-building skills and on-page optimization.
Platform: SEMrush

ACHIEVEMENTS

Gold Badge, SQL — HackerRank

Solved basic and medium level questions of SQL on Hackerrank

Four Star, Python — HackerRank

Solved basic and medium level questions of Python on Hackerrank

Contributor, Dataset — Kaggle

Created a dataset of colleges in the US and uploaded it to help the community on Kaggle

PROJECTS

Automating ETL with AWS Lambda— October 2022

Package and deploy a serverless ETL pipeline using AWS Lambda
Key skills learned: AWS EC2, Lambda, Cloudwatch, S3, Python
Link: [Click here](#)

Crypto Data Analysis — August 2022

Crypto Data Analysis Project: Python
Key skills learned: Pandas, Seaborn, Matplotlib
Link: [Click here](#)

Bike Sales Analysis using Python — July 2022

Case Study 1: Bike Sales Analysis using Python.
Key skills learned: Pandas, Seaborn, Matplotlib, Jupyter, Excel
Link: [Click here](#)

SOCIAL LINKS

LinkedIn: https://www.linkedin.com/in/shubhamchaurasia54/

Github: https://github.com/Shubham-chaurasia

Medium: https://infortechlore.medium.com/

Kaggle: https://www.kaggle.com/shubhamchaurasia

HackerRank: https://www.hackerrank.com/infortechlore

Website: https://shubhamc.netlify.app