## **fetchImage.jpgChinky varshney**

Sector-15, Noida

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## ***Objective***

I seek challenging opportunities where I can fully use my skills for the success of the organization.

## ***TotaL experience 4+ year***

\* Worked in Ethos Reliable Services as Digital Marketing Executive from 1 June October 2017 to 26 april 2018.

\* Worked in Marketing Pulse IT Solutions as Digital Marketing Executive (SEO + SMO+PPC) from 14 October 2015 to May 2017.

\* Worked in Panache Softech Private Limited as SEO Executive and Content Writer Noida from July 2014 to September 2015

\* Worked in Angels Groups as SEO cum Content Writer from October 2013 to June 2014.

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| ***ACADEMIC QUALIFICATION*** |

* Passed High School from Jawahar Navodaya Vidyalaya, Aligarh “C.B.S.E. Board” Secure**80%** in the year 2007.
* Passed Intermediate from Jawahar Navodaya Vidyalaya, Aligarh “C.B.S.E. Board” Secure **72%** in the year 2009.

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| ***TECHNICAL QUALIFICATION*** |

Completed B.Tech with the stream of ECE (Electronics and Communication Engineering) fromVivekananda College of Technology and Management, Aligarh affiliated to GBTU, Lucknow (U.P.) with **77.3%**marks inyear 2013.

##### ***tECHNICAL skill***

**Search Engine Optimization**

**Off Page Optimization Responsibilities**

* Link building (One-Way Link, Two way link, Three way link)
* Directory Submission
* Comment on blogs
* Articles Submission
* Social Bookmaking
* Search engine Submission
* Press release Submission
* Blog submission
* Blog Bookmaking
* Classifieds Submission
* Forums Posting
* Business Listings
* Local Listings
* Blogs Creations
* Leverage sharing
* Social media optimization (SMO)
* Video Creation and Submission
* PPT Creation and Submission
* Regional Submission
* Web 2.0 Submission
* YouTube Commenting
* PDF Creation and Submission
* FastrackSubmision
* Micro blogging
* Photo Submission

**On Page Optimization Responsibilities**

* Site Analysis
* URL Structure
* Manage Meta Tags (Title, Keywords, Description)
* Meta Tags (Title, Keywords, Description) Optimization
* Manage Head tag & Optimization
* Manage Alt image tag & Optimization
* Sitemap Creation
* Robots.txt Creation
* HT Access files Creation
* Keywords density checking
* W3C(World Wide Web Consortium Validation)
* Sitemap Validation
* Website Load time checking
* Content Optimization
* Hyperlink Optimization
* SEO Canonicalization
* Footer Link Optimization
* Link Validation
* Checking Broken links
* Check duplicate content issue
* Internal Link Structuring
* Keyword analysis
* Identify targeted keyword
* Competitive analysis
* Site map generator
* Google analytics (Set up goals and funnels, Custom Reports, Advanced Segments, set filter etc)
* Google webmaster tool
* Online Reputational Marketing
* Increasing Page rank

**PPC & SMO**

* Create Campaigns
* Keywords Analysis
* Billing
* Managing various PPC campaign with Manual and Auto bidding in Google, Facebook, Instagram, Twitter, Linkdin Ad-words.
* Managing communication with various team members to facilitate adjustment in campaigns.
* Prepare reports for management through performance of projects.
* Administered all PPC projects and estimated budgets to maintain maximum returns.
* Ensure optimal high Quality Score for Google Ad words.
* Administered multiple channels and conducted extensive keyword research.
* Develop and manage PPC campaigns on multiple networks.

**Email Marketing**

**Content Writing –**

* Creating, revising, editing, and proofreading text content for websites, blogs.
* Working closely with the SEO team to produce quality website content  along with meta tags, title tags, header tags, and Alt tags
* Creating content to specifically target marketing and IT sectors.
* Working in tandem with Corporate Communication and Marketing team-leads to set long-term

Strategies for effective content creation

* Conducting periodic check of website content and updating the same as per company requirements
* Developing and updating instructional content to meet learning requirements
* Handling content development responsibilities as per project requirements.
* Handled the responsibilities of reviewing and editing articles to ensure quality of the articles
* Assigned the tasks of writing quality content for blogs and press releases
* Perform extensive web research to collect pertinent data and gather images related to the assigned

article.

##### ***certifications***

* Microsoft Certification System Associates (MCSA) from CMS COMPUTERINSTITUTE, Noida..
* I did certification course in Robotics
* Certification in Advance Networking Training from HCL

***SUMMER TRAINING***

I did my summer training at BHARAT SANCHAR NAGAR LIMITED for duration of 6 weeks on project “Telephone System and its Distribution”.

***PROJECT***

I worked on a project named as **“SOLAR TRACKER**” during my final year of B.Tech.

***KEY COMPETENCIES****:*

* Good time Management and ability to work in fast changing environment.
* Determination and Self-confident.

***ACHIEVEMENTS & EXTRA CURRICULAR ACTIVITIES:***

* Regional level champion inKabaddiand KHO-KHO.
* Participated in workshop on ROBOTICS.
* Attended Seminar on Embedded Systems organized by Vivekananda College of Technology and Management.

##### ***Personal Information***

Father’s Name : Dr.SatyaDevVarshney

Date of Birth : 05-Jan-1993

Marital Status : Unmarried

Hobbies : To learn knowledgeable things

Languages Known :English (Speak, Write and Read)

Hindi (Speak, Write and Read)

Punjabi (Speak, Write and Read)

My Strengths : Pro-activeness, Confidence, Flexible nature,

Team Work ability.

Skill : SEO, SMO, Presentation**, Communication and**

**Organizing Skills,** Good Analysis power

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| **Declaration:** |

I hereby declare that the information furnished above is true to the best of my knowledge

Date: ChinkyVarshney