

# SURAJ PANDEY

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## Professional Profile

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MSc Digital Marketing student with foundational knowledge of Search Engine Optimisation and digital strategy, seeking to enhance practical SEO skills through a consultancy-based project involving real-world business analysis and data-driven recommendations.

## Education

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### MSc. Digital Marketing

University of West London, St Mary's Road, Ealing, London

February 2025 - Present

### Bachelor of Science in Information Technology

Infomax College of IT and Management, Pokhara, Nepal

September 2019 - July 2023

## SEO knowledge

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|--|------------------------------------|
| • SEO Fundamentals and Ranking Factors | • Technical SEO Basics             |
| • Keyword Research                     | • Content Optimisation             |
| On-page SEO Principles                 | • SEO Performance Tracking (Basic) |

## Tools

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| • <b>Google Analytics (GA4 Basic)</b><br>Traffic Analysis   User Behaviour | • <b>Yoast SEO</b><br>On Page SEO Optimisation (WordPress) |
| • <b>SEM Rush</b><br>Keyword Research   Site Audit                         | • <b>WIX</b><br>SEO Friendly Website Management            |
| • <b>Google Trend</b><br>Trending   Seasonal Keyword                       | • <b>Google Docs</b><br>SEO Content Planning and Writing   |

- **LinkedIn Analytics**

Page Performance | Content Analysis

- **ChatGPT**

Content Ideation, Keyword Mapping  
Support, Content Structuring

## **KEY SKILLS**

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✓ Willingness to Learn

✓ Problem Solving

✓ Time Management

✓ Communication Skills

✓ Adaptability

✓ Team Collaboration