

SURAJ PANDEY

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Professional Profile

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

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

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

Tools

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

- **LinkedIn Analytics**

Page Performance | Content Analysis

- **ChatGPT**

Content Ideation, Keyword Mapping
Support, Content Structuring

KEY SKILLS

- ✓ Willingness to Learn
- ✓ Problem Solving
- ✓ Time Management

- ✓ Communication Skills
- ✓ Adaptability
- ✓ Team Collaboration