



# UDISHI VERMA

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in <https://www.linkedin.com/in/udishi-verma-00b8301bb/>

## 📄 PROFILE

A content writer with a strong command over keyword selection for SEO and am fairly equipped with the knowledge of various SEO based tools online. I have worked on CRM platforms like Shopify, which has given me a lot of insight on how marketing works. I am passionate about digital marketing in particular, and hope to expand my knowledge in this domain.

## 📁 PROFESSIONAL EXPERIENCE

### SHOPIFY CONTENT WRITER AND SEO ANALYST

July 2021 – February 2022

*Spike Fitness* ☑

- Wrote Articles on Fitness Products and Physical Well-being.
- Added **Backlinks** and **Interlinks** to Internal and External Websites.
- Performed **Keyword Research** for each Article.
- Worked Dedicated under a Team Ensuring Good Quality Content.
- Performed **Proof Reading**.
- Published Articles on **Shopify**.
- Performed **SEO Analysis** for Maximizing Traffic to Blogs.
- Wrote **YouTube Descriptions** for various products offered.
- Received a **Letter of Recommendation** ☑ for this internship.

### CONTENT WRITER AND SOCIAL MEDIA ANALYST

July 2020 –  
December 2020  
Mumbai

*Singh John*

- Wrote Articles on **Social Media Marketing** and **Affiliate Marketing**.
- Gave each article innovative thoughts.
- Performed **Proof Reading** for Quality Standards.
- Worked with **MS Office**.
- Reviewed Products.
- **Backlinks**, **Keyword Research** in Social Media Marketing.
- Received a **Letter of Recommendation** ☑ for this internship.

## 🎓 EDUCATION

### BACHELOR'S OF COMMERCE

*Sophia Girls' College (Autonomous)*

2019 – 2022  
Ajmer, India

### HIGH SCHOOL

*Sophia Sr, Sec. School*

2005 – 2019  
Ajmer, India



## CERTIFICATES

Digital Marketing Training [↗](#) (Internshala Trainings)

Internship and Job Preparation [↗](#) (Internshala Trainings)

Social Media Marketing [↗](#) (Edelytics)

Google Search Certification [↗](#) (Google Skillshop)



## SKILLS

Search Engine Optimization

Keyword Analysis

Blog Writing

Microsoft Excel

Communication Skills

Microsoft Word

Proof Reading

Social Media Management

Digital Marketing

Shopify Blog Writing

PowerPoint Presentations

Team Work



## LETTERS OF RECOMMENDATION

Letter of Recommendation [↗](#)

Singh John

Received LOR for *exceptional performance* at Singh John.

Letter of Recommendation [↗](#)

Spike Fitness

Received LOR for *good work ethics* and *exemplary skills* at Spike Fitness.



## INTERESTS

Poems

Dancing

Yoga

Spirituality

Reading

Popular Mythologies



## LANGUAGES

English

Hindi

French