

## YASH CHAUHAN

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## EDUCATION

B.Tech – Computer Science  
Galgotias University, 2017–2021

Digital Marketing Certification  
Internet Marketing School (IMS), 2021

Senior Secondary (10+2)  
Vardhman Shiksha Mandir Sr. Sec. School, New Delhi, 2017

## EXPERIENCE

SEO Executive - TVB Health Care Pvt. Ltd., New Delhi (Oct 2023 – Present)  
- Increased organic traffic and clicks 10x in 3 months.  
- Led on-page and off-page SEO for healthcare websites.

SEO Analyst - Makkpress Technologies, New Delhi (Jun 2023 – Oct 2023)  
- Conducted technical SEO audits using SEMrush and Screaming Frog.  
- Collaborated with teams to resolve site issues and execute backlink plans.

Digital Marketing Executive - Tomaque Digital Services, Noida (Jan 2022 – Mar 2024)  
- Promoted from intern to executive; managed a team of 5–6.  
- Executed SEO and digital strategies across client projects.

Digital Marketing Intern - Tomaque Digital Services, Noida (Sep 2021 – Dec 2022)  
- Worked on WordPress SEO, backlinking, keyword research.  
- Designed with Figma and Canva; managed basic SMM.

## SKILLS

SEO Tools: SEMrush, Screaming Frog, Google Search Console, GA4

Web & CMS: WordPress, Shopify, Website Audits

Design & UI: Figma, Canva

Marketing: Keyword Research, Content Strategy, Meta Business Suite

Analytics: Traffic Growth, Technical SEO, Competitor Analysis