

Name: Ambica

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SUMMARY:

- **Bachelor of Technology** in Computer Science & Engineering
- Experienced Professional on **Digital Marketing-Search Engine Optimization (SEO) & Social Media Marketing (SMM)**
- A good team player.
- Excellent oral & written communications skills & strong analytical & skills.

CAREER OBJECTIVE:

Aspiring for a responsible and challenging position in an established firm as a Search Engine Optimizer (SEO) and social Media Marketing (SMM). The position should allow the application of training in search engine optimization, where I can effectively contribute my SEO skills for mutual benefit and utilize my abilities developed through my education with an opportunity for career growth.

PROFESSIONAL EXPERIENCE:

Working in **ABC solutions Pvt Ltd** as **Digital Marketing Executive (SEO and SMM)**
Month, Year – Month, Year

PROJECTS:

ABC PROJECT

This is my Project. It is ranked in Top (**X** Places) since I have been working for (**X** months).

Responsibilities Include:

- Initial analysis of the nature of the business of the client.
- Keyword research and Competitor analysis.
- Use different SEO techniques and implement them.
- Daily work reports (DWR).

- Keeping track of competitors.
- Reporting the SERP results at regular intervals.
- Achieve the task in the given time.
- Being updated with the latest trends and techniques of internet marketing.

SEO SKILLS:

- Excellent Internet & computer skills
- Good communication skills (both Verbal and Written).
- Have a good understanding of SEO & SMM.
- Good knowledge on Keyword Research using the Google keyword tool.
- Site map submissions, robots.txt file.
- Have good touch with using tools like Uber suggest, Google analytics, etc.
- Very good practice of all on page and off page on blogger and word press.
- **On Page knowledge** like Title, Permalink, Meta Tags, Keyword density, Header, Geo tags, Error page optimization, Image and video alt tags.
- **Off Page activity knowledge** like, social bookmarking, Blog Submission, Forums Submission, Directory Submission, Press releases, profile creations, Article submissions, Classifieds submissions, video and PDF submissions etc.
- Link Building skills (do-follow and no-follow) from different domains.
- Knowledge on broken links, link juice.
- Tracks, reports, and analyzes SEO performance on a weekly/monthly/ yearly basis.
- Updated with recent SEO trends.
- Can work in a team.

SMM Skills:

- Content creation.
- Search engine optimization tool.
- Graphic design
- Reporting and data analysis tools.
- Social media application tools (Canva)

ACADEMIC CREDENTIALS:

- **Bachelor of Technology-** University/College with 90%
- **Board of Intermediate-** College, with 65%.
- **SSC-** School, with 87%.

TECHNICAL SKILLS:

- Search Console
- Google Analytic
- Content Writing
- Video Editing
- Canva

PERSONAL SKILLS:

Good communication skills and fluency in English. ability to deal with people diplomatically, Willingness to learn, team facilitator, hard worker, Capable of leading a team toward achieving organizational goals.

DECLARATION:

I hereby declare that all the information furnished above is true up to my knowledge.

Date:

Place : XXXXXXXXXX

(Ambica)