

## CAREER SUMMARY

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I am seeking a challenging position with an organization that is rapidly expanding and offers good advanced potential. I am an ambitious, well-organized professional and internet addict in Digital Marketing

## Qualification:

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<b>BSc IN PHYSICS</b>	2023
Patliputra University, Patna	
<b>HIGHER SECONDARY EDUCATION</b>	2020
Nalanda College, Biharsharif	
<b>SECONDARY SCHOOL EDUCATION</b>	2018
St. Paul's English high School (Harnaut)	
<b>DIGITAL MARKETING</b>	
NiDM, Koramangala , Bangalore	2024

## SKILLS

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### SEARCH ENGINE OPTIMIZATION (SEO) :

- Skilled in conducting SEO audits to identify technical and On-Page SEO issues. Proficient in conducting keyword research for SEO, with the ability to identify relevant keywords and optimize content for search engines.
- Familiar with on-page SEO techniques such as optimizing Meta tags, content, and images for search engines, with a basic understanding of HTML and website structure.
- Well-versed in off-page SEO techniques such as directory submission, social bookmarking, article submission, pdf submission, etc.
- Knowledgeable in technical SEO concepts, including robot.txt, sitemap.xml, website speed optimization.
- Basic knowledge in competitor analysis for SEO, including keyword research and analysing backlinks.

### SOCIAL MEDIA MARKETING (SMM) :

**Meta Ads** : Skilled in creating and managing profiles, pages, and groups, and implementing organic and paid marketing activities to increase engagement and followers

**LinkedIn** : Basic Knowledge of platform like executing LinkedIn marketing strategies, including targeted Ads campaign, resulting in increase in engagement and qualified leads.

**WORDPRESS** : I have used to create and manage website, customize themes and plugins, create and publish blog posts and pages, and optimize website content for search engines.

## **EMAIL MARKETING:**

- Skilled in setting up email marketing tools like Mailchimp and Mailerlite.
- Experienced in creating visually appealing email templates using drag-and-drop editors.
- Proficient in editing email pages with relevant content like text, images, and videos. Capable of generating email databases by collecting email addresses from various sources.

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## **WORK EXPERIENCE :**

### **Fresher**

## **TOOLS :**

Screaming frog SEO spider	Wappalyzer	Duplichecker	Google Search Console
Google Keyword planner	SEOquake	Semrush	w3school
Google Analytics	Canva	Ahref	

## **HOBBIES :**

**Listening music**

**Running**

## **PERSONAL DETAILS:**

Name	- Shubham Raj
Address	- Dariapur, Belchhi, (Patna)
Bihar. Mail	- <a href="mailto:shubhamraj956062@gmail.com">shubhamraj956062@gmail.com</a>
Mobile	- 9560625749
DOB	- 18/09/2003
Language	- Hindi, English.

## **DECLARATION:**

I hereby declare that the information provided by me is correct and true to the best of my knowledge