

CAREER SUMMARY

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:

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

SKILLS

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 Mail chimp 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.

WORK EXPERIENCE :

Fresher

TOOLS :

Screaming frog SEO spider
Google Keyword planner
Google Analytics

Wappalyzer
SEOquake
Canva Ahref

Duplichecker
Semrush

Google Search Console
w3school

HOBBIES :

Listening music

Running

PERSONAL DETAILS:

Name	- Shubham Raj
Address	- Dariyapur, Belchhi, (Patna)
Bihar. Mail	- shubhamraj956062@gmail.com
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