

Deepjyot Kaur

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CAREER OBJECTIVE

To secure a digital marketing position where I can leverage my freelance SEO experience to drive online visibility and generate measurable results. I aim to contribute my expertise in SEO strategies, analytics, and a passion for staying ahead of industry trends to support the growth and success of the organization. With a strong foundation in digital marketing, I am ready to contribute to impactful campaigns and drive business objectives.

SKILLS

Skills | Microsoft Excel, Link Building, Search engine optimization, Off-page SEO.

Tools | Moz, SEMrush.

EXPERIENCE

Freelance | SEO Backlinking Specialist

June 2022- Present

- Ensure compliance with search engine guidelines and best practices in all link-building activities.
- Utilize various SEO tools, such as MozBar & SEMrush to track, analyze, and report on the performance of link-building campaigns.
- Demonstrate expertise in off-page optimization techniques, keyword research, and link building

OLX Autos | Customer Relationship Advisor

January 2022 – April 2022

- Responded to customer inquiries and complaints via phone calls in a timely and professional manner.
- Proactively engaged with customers to ensure satisfaction and identify areas for improvement.
- Develop a deep understanding of our products and services to effectively assist customers.

EDUCATION

LCIT College of commerce and science | Bachelors of Commerce

August 2017 - May 2019

- Addition with **Computer Application**.

Loyola School | Intermediate (CBSE)

May 2016

- Major in **Commerce**

Loyola School | Matriculation (CBSE)

April 2014

CERTIFICATION

- **Digital Marketing** | UpGrad Campus **February 2023 – July 2023**
- **Microsoft Excel (Advance)** | Mind Luster **May 2023 - Present**
- **AI in Digital Marketing** | Great Learning **May 2023**
- **ChatGPT for Marketing** | Great Learning **May 2023**