



**Naved**

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delhi

## **CAREER OBJECTIVE**

Seeking Job opportunity as a digital marketing Executive with progressive organization where I can utilize my technical Skill contribute to the growth of the organization

## **Educational Qualificatoin:**

- Pursuing BCA 1<sup>st</sup> year For Indira Gandhi national open university

- Passed out 12<sup>th</sup> Form CBSE in 2022 marks 55%
- Passed out 10<sup>th</sup> Form CBSC in 2020 Marks 50%
- Digital Marketing Master Course.

## **Technical Skills:**

### **Search Engine Optimization**

**-Website Research (Responsive Check URL Structure Content Optimization Heading Tag Check Canonical Tag 301 Redirection)**

**-On-Page Optimization(Tittle Description h1 Tag Creation Content Optimization and interlinking alt tag optimization xml sitemap creation robot txt creation**

**-Google Analytics Setup analyze monitor and reporting**

**-Google Webmaster (Search Console) Setup analyze monitor and reporting xml sitemap integration**

**-Off-Page Optimization (PR Submission Article submission Blog Posting Classified Submission Guest Blogging Bookmarking etc)**

### **Search Engine Marketing(SEM)-**

## Google Ad words Account Setup

- Search Network (Campaign Ad Group and AD creation Negative keywords all ads Extension Conversion Setup ROI Calculate)
- Display Network (Account Set up Campaign AD Group and AD creation Conversion Setup ROI Calculate)

## Social Media Optimization(SMO)

- Facebook (Profile creation Group creation organic and paid Activities)
- Twitter
- Pinterest
- LinkedIn
- Instagram

## Email Marketing

- Tools setup
- Create Template Edite page and include their content Generate Email database and import audience in tools

## -Online Reputation Management (ORM)

- Create reviews
- Manage Feedback
- Improve negative feedback

## Video Marketing

- SEM ( keyword research Create tittle description Find suitable tag)
- SEM (Advertise video with the help of Google AdWords)

## Computer Skills:

Sound knowledge of Ms.-Word Ms.-Excel Ms.-Power.

Well experienced with use of internet.

## Projects:

<b>Project Title :</b>	<b>Car sell karo</b>
<b>Website:</b>	<b><a href="https://carsellkaro.com/">https://carsellkaro.com/</a></b>
<b>Project Detail:</b>	<b>create own site Done On page off page Optimization</b>

## Working Experience:

## 6Month training in Digital Marketing From

### Personal profile:

<b>Name :</b> Naved
<b>Nationality:</b> Indain
<b>Date of birth :</b> 17 Aug -2004
<b>Languages know:</b> English Hindi
<b>Interest in:</b> Body Building, gym
<b>Declaration:</b>

**I hereby confirm that the information given above is true to my knowledge and belief.**