

Curriculum Vitae

MD GUFRAN

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CAREER OBJECTIVE

Looking for a career in a dynamic organization with a challenging work environment, an organization where I would be able to grow professionally through continuous enhancement of my knowledge and interpersonal skills.

EDUCATIONAL QUALIFICATION

- 12th passed from CBSE Board
- 10th Passed From CBSE Board.
- Pursuing Graduation

TECHNICAL QUALIFICATION

- Basic Knowledge of Computer.

WORKS EXPERINCE

- 2 Year Experience in Blogging
- **LEARNINGSHALA:** February 2020 to December 2021
as a Seo Executive
Main Activities: - Handling Website On page and Off Page
- **SD CAMPUS:** December 20 2021 to June 15 2022 Digital Marketing Executive
Main Activities: - SEO,PPC, SMO,Youtube SEO & also handle Amazon and Flipkart Seller Portal
- **BHARAT CAR BAZAR:** June 2022 to June 2023
Main Activities: - SEO, Video edition,
SMM,SMO

ROLES & RESPONSIBILITIES:

- Responsible for Search Engine optimization activities between teams, complete on and off page activity and defining clear and attainable project objectives. Getting Hansford

Resorts sites higher on the search engine results. Selecting search phrases and choosing keywords On-Page and Off-page optimization.

SPECIALITIES:

Keyword Analysis

- Researching the best keywords using tools like Google Keyword Planner, Keyword Surfer, Ubersuggest etc. On 3 major factors relevancy, popularity, and compositeness.

search

- Keyword
- Optimization
- SEO
- Backlinks
- Traffic
- Ranking

On-page Optimization

- Meta Tags Optimization, Page Headings, page content optimization, Image Optimization, Hyperlink Optimization, Page Speed, XML sitemap creation & submission, Robots file creation/optimization.

Off-page Optimization

- Blog Creation & posting, Social Bookmarking, Business Profile listing, Video Submission, Press Release Promotion, Article Submission, Blog commenting, Forum postings, Classified Submission, Local marketing, Image sharing Document sharing, Backlink building, Links Building, Website Promotion, etc.
- **Social Media Optimization:**
- Creating Page, Increasing Likes, Link Posting Comment Posting, Making Friends, Sharing Post, Image posting, Joining Groups, Post Boosting

Web Analytics

1. Generation & Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies.

Digital Marketing Skills:

SMM:

- **Google Ads:** Search, Shopping, Display Ads, & Video Ads
- **Social Media:** Facebook & Instagram ads
- **Seller Portal:** Amazon Ads, Snapdeal & Flipkart Ads

Tools: Google Tag Manager, Google Editor, Google Analytics, Search Console, Semrush, Ahref

KEYWORDS RANKING

Google First Page Ranking

HOBBIES

- Playing Cricket
- Reading
- Listening Song

PERSONAL DETAILS

Father's Name	:	Md Samiullah
Date of Birth	:	02 th JAN,2000
Languages	:	Hindi & English
Marital Status	:	Unmarried
Gender	:	Male
Nationality	:	Indian

DECLARATION

I hereby declare the above mentioned details are true to the best of my knowledge and belief.

Date:

Place: Delhi.

(MD GUFRAN)