



# PAYAL PAL

## CONTACT



8368872140



MSPAYAL270320@GMAIL.COM



WWW.Delhipoints.com



Shaadipur, Delhi

## LANGUAGE KNOWN

Hindi  
English

## EDUCATIONAL QUALIFICATION

- MASTERS OF ARTS :- NCWEB, DELHI UNIVERSITY (2020- 2022)
- BACHELOR OF ARTS:- JDMC COLLEGE ,DELHI UNIVERSITY (2017-2020)
- CBSE 12TH PASSED (2017)
- CBSE 10TH PASSES (2015)

## PROFESSIONAL SKILLS

DIGITAL MARKETING FROM DIGIPERFORM (PARTNER OF HT MEDIA ) (KOHAT- NEW DELHI) -2023

## TECHNICAL SKILLS:-

### SEARCH ENGINE OPTIMIZATION(SEO)

- WEBSITE RESEARCH (RESPONSIVE CHECK,URL,STRUCTURE,CONTENT OPTIMIZATION,HEADING,TAG CHECK ,CANONICAL TAG,301 REDIRECTION)
- KEYWORD RESARCH USING THE TOOLS
- ON PAGE OPTIMIZATION (TITLE, DESCRIPTION & H1 TAG CREATION, CONTENT OPTIMIZATION AND INTERLINKING , ALT TEXT OPTIMIZATION
- GOOGLE ANALYTICS SETUP, ANALYSIS MONITOR
- GOOGLE WEBMASTER (SEARCH CONSOLE) SETUP ANALYSIS,MONITOR AND REPORTING, XML SITEMAP INTEGRATION
- OFF PAGE OPTIMIZATION (PR SUBMISSION ,ARTICLE SUBMISSION,BLOG POSTING, CLASSIFIED SUBMISSION, GUESTPOST,BOOKMARKING SUBMISSION, PDF SUBMISSION, PPT SUBMISSION

### SOCIAL MEDIA OPTIMIZATION

- FACEBOOK (PROFILE CREATION, GROUP CREATION, ORGANIC)
- TWITTER
- LINKDIN
- INSTAGRAM

### COMPUTER KNOWLEDGE:-

6 MONTH COMPUTER PROGRAMMIING CERTIFICATE AND KNOWLEDGE OF MS -WORD,MS- EXCEL)

### WORK EXPERIENCE

FRESHER

### DECLARATION

I HERE BY CONFIRM THAT THE INFORMATION GIVEN ABOVE IS TRUE TO MY KNOWLEDGE AND BELIEF.