



AVINASH YADAV

DIGITAL MARKETING

Contact

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Varanasi, Uttar Pradesh

Expertise

- Google Ads
- YouTube (SEO & Ads)
- Facebook Ads
- Instagram Ads
- Google Search Console
- Google Analytics
- Google Sheet
- MS Excel
- Photoshop
- Canva
- MS Word
- MS PowerPoint

Tools

- Google Keyword Planner
- Semrush
- Wordstream
- Aherfs
- Keywords Everywhere
- ChatGpt
- Screaming frog
- Ubersuggest

About Me

Hi, I'm Avinash Yadav & I'm a student of digital marketing. My father's name is Mr. Lallan Yadav and he is farmer. I am 10th pass out in 2019 and 12th pass out in 2021. I am studying in Swami Vivekanand Subharti University Meerut Uttar Pradesh. This is 2nd year and my stream is Economics. My home town is Varanasi (U.P)

Experience

Gyaanarth

April 2023 - June 2023

I worked on this project. It was an education-based project. My working profile on this project was **On- Page SEO, Off-Page SEO, and web stories** creator. This was remote work. I create daily **5-10 web story** and was created **10-30 backlinks** per day.

5Elements

July 2023 - August 2023

I have been working on this project. This was a project of an E- commerce business. My working profile on this project was Digital marketing executive. I was working on Meta Ads, Google ads, SEO, Email and Instagram.

Improvement In DA & PA

- DA 12 -> 13
- PA 30 -> 42
- 5 Keywords rank on second page

Campaign - 1
Budget - 2000
Impression - 10000
Click - 70
Add to cart - 20
Sells - 3 Means - $3600+2890 = 6490$
Gain - Rs.4490

Campaign - 2
Budget - 2000
Impression - 14000
Clicks - 60
Add to Cart - 27
Sells - 3 Means - $3490+689 +2000= 6179$
Gain - Rs.4179

Campaign - 1 & 2 Optimization
Budget - 3500
Impression - 12000
Click - 80
Add to cart - 30
Sells - 4 Means - $3600+2890+3000+1650= 11140$
Gain - Rs.7640

Education

Class 10th - Passout in 2019
Percentage - 83%
College - L.D. Inter College Ballia (Uttar Pradesh)

Class 12th - Passout in 2021
Percentage - 80% (PCM)
College - L.D. Inter College Ballia (Uttar Pradesh)

Graduate - 2024 (Pursuing)
Bachelor of Arts - Economics
College - Swami Vivekanand Subharti University Meerut (UP)

Certification Course
Digital Marketing
Institute - Delhi Institute of Digital Marketing