



ANKIT RAWAT

SEO - Digital Marketer

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EXPERTISE

Digital Marketing

SEO

Copywriting

Social Media

LANGUAGE

English

Hindi

Experience

Aug 2022 - Present

Mrmmbbs Vision Pvt Ltd

SEO Specialist Digital Marketing

- Conducted technical SEO audits and implemented fixes to improve website performance.
- Developed and executed link building strategies to improve domain authority and drive referral traffic.
- Conducted competitor research and analysis to identify opportunities for improvement.
- Collaborated with web developers to ensure website structure and code are optimized for search engines.
- Provided weekly reporting and analysis to management to demonstrate progress and identify opportunities for improvement.

Feb 2022 - Aug 2022

Cyber Ninza Services

SEO | PPC Executive Digital Marketing

- Develop and implement SEO strategies to improve website ranking and drive organic traffic.
- Conduct keyword research and analysis to identify target keywords and opportunities for content optimization.
- Perform on-page optimization including meta tags, header tags, and internal linking.
- Create and optimize content for blog posts, landing pages, and product pages.
- Monitor and analyze website traffic and user behavior using Google Analytics and other tools.
- Run Paid Campaign - Google ads, Facebook Ads

Jan 2020 - Dec 2021

Dr Raina's Safe Hand Clinic

SEO | SMO Executive Digital Marketing

- Created, scheduled, and handled aspects such as internal linking, meta tags, meta descriptions, content optimization, and customization as HTML elements of blogs on WordPress
- Performed content-relevant image search and selection on Shutterstock and channel, target or size-appropriate image editing with company-specific information using Canva.
- Performed location-specific keyword-based search-engine optimization (SEO) as well as handled Google Business Profile (earlier known as Google My Business) for some of our clients.

Experience

○ May 2018- July 2019

Spur Info Consultancy Pvt Ltd

Seo Trainee Digital Marketing

- Work for Backlinks. Create profiles, Social Bookmarking, Article submissions, PPT
- Create Monthly SEO Performance Report
- Monitored site performance on Google Analytics & Search Console
- Handling 3 projects seo

Education History

B.com (Delhi University) 2018

12th (C.B.S.E) 2014

10th (C.B.S.E) 2012

Personal Skills

- Critical thinking
- Data Skills
- Social skills
- Technical & Programming skills
- Project Management
- Quick Learner
- Positive attitude towards things