

RESUME

Parveen Kumar
SEO and Digital Marketing | 8 Years of Experience
Email ID – parveendhiman243@gmail.com
Mob No. 9729141941

CAREER OBJECTIVE:

A challenging position in a good progressing organization where I can enhance my skills and strengths in conjunction with organization goal and objective.

EDUCATIONAL QUALIFICATIONS:

- 10th from Haryana Board of School Education, Bhiwani
- 10+2 from Haryana Board of School Education, Bhiwani
- BCA from Chandigarh University.
- Master Diploma of Computer

CORE COMPETENCIES:

- Technical SEO Audit & Implementation
- On-Page & Off-Page Optimization
- Keyword Research & Content Strategy
- Google Analytics & Search Console
- Google Ads (SMM)
- Backlink Building & Outreach
- Competitor Analysis & Reporting
- CMS (WordPress)
- Tools: SEMrush, Ahrefs, Screaming Frog, GTMetrix, Yoast

TECHINCAL SKILLS:

- Well Knowledge of MS-Word, Excel, PowerPoint, Tally.

EXPERIENCE:

- 1.5 Years of Experience as Team Lead in Matrxsoft Pvt. Ltd.
March 2024 - Present
- 6 Years of Experience as Team Lead in Stiffen Technologies Pvt. Ltd.
May 2018 – March 2024
- 1 Year of Experience as Sr. SEO Executive in Software Experts Ambala Cantt
May 2017 - May 2018
- 6 Months of Experience as SEO Analyst in ESEO Solution
Nov 2016 - May 2017

RESPONSIBILITIES:

- All activities for On-page and Off-page Optimization.
- Create Daily Traffic Report through Google Analytics and Google Search Central.
- SEO: Keyword Analyze, Create Title and meta tags.
- Guest Posting, Articles Submission, Link Building, Social bookmarking, Press Release, Business and Profile link, Slide Share, Classifieds Ad, B2B, Web 2.0, Site Official Submission, Image Sharing, YouTube submission, and Sharing.
- SMO – Facebook, Twitter, Instagram, LinkedIn, Reddit Etc.
- Create and maintain different blogs on different sites.
- Keyword Research and its Finalization.

STRENGTHS:

- Hardworking
- Punctual
- Quick Learner
- Working with Team.
- Optimistic.

PERSONAL PROFILE:

Name : Parveen
Father's Name : Sh. Surinder Kumar
Sex : Male
Marital Status : Married
Nationality : Indian
Date of Birth : 11-07-1992
Language Known : Hindi & English
Hobbies : Reading, Listening Music

Date:

Place:

Signature