



# ABHISHEK YADAV

## DIGITAL MARKETER

### Contact Me

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### Technical Skill

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- Competitor Analysis
- Google Analytics
- WordPress
- Social media marketing
- Email marketing
- AI Tools
- Graphic Design (Canva, Adobe Express)

### Soft Skill

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- Observation
- Decision making
- Communication
- Multi-tasking

### Education Background

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- MAX DIGITAL ACADEMY  
*Digital Marketing Course*  
Completed in 2022
- LUCKNOW UNIVERSITY  
*Bachelor of Commerce*  
Completed in (2018-2021)
- AVADH COLLEGIATE  
*Intermediate (Commerce)*  
Completed in (2017-2018)

### About Me

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I bring over 2 years of dedicated SEO experience, specializing in optimizing web content for enhanced visibility and ranking on search engines. Proficient in keyword research, on-page SEO, and SEO audit strategies, I am committed to driving organic traffic growth and improving online presence.

### Professional Experience

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ATQITS | Digital Marketing Executive  
*May 2023 – Present*

Key responsibilities:

- Developing and Executing Digital Marketing Strategy
- Social Media Management
- Search Engine Optimization (SEO)
- Content Creation and Management
- Analytics and Reporting
- Monitor and analyze website performance metrics to identify areas of improvement
- Research and identify new digital marketing opportunities

Difm. tech | Digital Marketing Executive  
*May 2022*

Key responsibilities:

- Social Media Optimization/Marketing
- Facebook Ads
- Search Engine Optimization (SEO)
- Publish Blog
- Monitor project status

Leibnizo Technologies | Digital Marketing Internship  
*Jan 2022*

Key responsibilities:

- Social Media Optimization
- Publish Blogs
- Manage Facebook Pages
- Creating Landing Pages
- Creating Posts/Infographic/Video Editing

### Achievements

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- 2023 – Present Secured top website ranking in 2 months via effective SEO, boosting visibility and traffic.
- 2022 – July Significantly increased social media followers organically.