

AYUSH DUBEY

Delhi | +91 9126515372 | dubeyayush763@gmail.com

PROFILE SUMMARY

I'm Ayush Dubey, a Highly accomplished Senior Digital Marketer with a proven track record of driving revenue growth and brand visibility through strategic digital marketing initiatives with several years of experience in this sector. Adept at developing comprehensive digital marketing strategies, managing campaigns across multiple channels, and analysing data to optimize performance and ROI. Excels in leveraging emerging technologies and trends to stay ahead of the competition in the ever-evolving digital landscape.

EDUCATION

B. Com (Hons), DU	2023
Intermediate (Commerce), BSEB	2020
High School (Commerce), SEBA	2017

TECHNICAL SKILLS & KNOWLEDGE

Search Engine Optimization, Google Analytics, Technical SEO, Google Search Microsoft Excel, Content marketing planning, competitor analysis, Link building, Keyword research, Google Tag Manager, Similar Web, CMS Management, Social Media Marketing, Facebook Pixel, Google Ads, Microsoft PowerPoint, Google Trends, Google tag manager, WordPress, Link building, SEO Yoast, Email marketing, B2B & B2C marketing, Off Page SEO, On page SEO.

WORK EXPERIENCE

SEO EXECUTIVE

Digital Next Technologies | June 2022 - Present

- Implementing on-page and off-page optimization techniques, including keyword research, Meta tags, headers, internal linking, backlinking, competitive gap analysis and other technical SEO practices.

- Develop content strategies and identify content gaps in alignment with SEO objectives for client websites including both general and keyword-specific targets.
- Communicating regularly with clients to discuss progress, suggest new initiatives, and address concerns.
- Conducting a comprehensive SWOT analysis of clients' online presence.
- Developing and executing Google Ads campaigns to achieve business objectives.
- Monitoring campaign performance and optimizing ad spending to maximize ROI.
- Planning and maintaining a content calendar for the client, ensuring timely and relevant content for each platform.
- Successfully managing and increasing engagement across multiple platforms, including Facebook, Twitter, Instagram, LinkedIn, and others.
- Responsible for project management of various clients.
- Conduct monthly SEO audits to find out on-page, technical and off-pages issues and recommendations.
- Improved organic search traffic on the service page of multiple clients.
- Monitor website traffic on Google Analytics and analyse factors to improve user behaviour and activity on website

Digital Marketing Intern

AP Web World | 2020 Jan -May 2022

- Worked on On-page & Off-page.
- Measured the effectiveness of Google AdWords
- Researches and implements off-page search engine optimization strategies for clients
- Link Building
- Responsible for handling multiple clients.

PROFESSIONAL SKILLS

- Web Analytics
- Google AdWords
- Social Media Marketing
- Paid promotion on social media
- Search Engine Optimization
- WordPress Website Creation

CERTIFICATES

- Executive Program in Digital Marketing
- The fundamentals of Digital Marketing
- Google Analytics Individual Qualification