



SEO EXECUTIVE / DIGITAL MARKETING

I am an SEO Executive and Digital Marketing professional with experience in boosting website rankings and executing marketing strategies like paid ads, social media, and email campaigns. I focus on data-driven decisions to increase brand visibility and align SEO with overall marketing goals to drive business growth.

Skills

- **SEO:**

- Keyword & Domain Analysis
- On-page SEO
- Of page SEO
- Technical SEO
- Image optimization

- **SEMrush, Keyword planner**

- **GSC, Google Analytics**

- **DIGITAL MARKETING**

- Facebook Ads promotion
- Google Ads
- LinkedIn Ads
- Pinterest ads
- Creative Ads design with **CANVA**

- **Email Campaigns with Mail Chimp**

- **Project:**
<https://www.stuffminer.com>

Experience

- **3.1 Year work experience in Amazon Development Centre as a Digital Marketing Associate. (2021 – 2023)**
- **2 Year work experience in (Yalimart) as a SEO Executive (2018 - 2021)**

Job Responsibilities

- Conduct keyword research and optimize content for search engines.
- Manage on-page, of-page and technical SEO to improve site rankings.
- Indexing and back link-building strategies.
- Create and manage paid advertising campaigns (PPC).
- Track and analyze website performance using tools like Google Analytics and SEMrush for better results.

Education

- **B.Tech: IT / Computers, (2012-16) AKTU University (Meerut), Percentage: 66%**
- **Intermediate: UP Board, 2012, Shivaji inter-college, (Deoria), Percentage: 61%**
- **High School: U.P Board, 2010, K.K Public Academy (Bhatni), Percentage: 65%**

Mohd Ajaz

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Languages:

- English
- Hindi

Hobbies:

- Playing Cricket
- Listening Music
- Exercise

Personal Details:

Father: Mr. Mumtaz Ahamad
Mother: Mrs. Najbun Nisha
Gender: Male
DOB: 15-June1995

Home: Village: 30,Khajuri, Post: Jaitpura, Distt: Deoria **274501**
UTTAR PRADESH

PIN: 274501

NATIONALITY: INDIAN

PASSPORT: P2659444
(Date Of Issue- 21/07/2016)
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