

# Resume

**Kajal Verma**

## **Contact Information:**

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## **Objective:**

Results-driven digital marketing specialist with a strong background in SEO, Google Ads, and Facebook Ads, seeking a challenging role to leverage my expertise and drive online success for Businesses.

## **Professional Experience:**

### **Senior SEO Executive**

Digital Web Solution | NSEZ

Feb 2024- Present

- Guest Post Approach
- SEO On- page & Off- page
- Handle team work & manage report

### **SEO Associate**

Great Champ Technology | Noida Sec-5

April 2023 - Jan 2024

- Conducted in-depth keyword research to identify high-value target keywords and phrases.
- Implemented on-page and off-page SEO techniques to improve website visibility and rankings.
- Developed and executed content marketing strategies to enhance the quality and relevance of website content.
- Utilized Google Analytics and SEO tools to track and analyze website performance and user behavior.
- Optimized website content, meta tags, and on-page elements to improve search engine rankings and increase click-through rates.
- Led the development of link-building campaigns, resulting in a 40% increase in high-quality backlinks and improved domain authority.
- Video Making for youtube channels

### **Digital Marketing Executive**

**Online Strikers, Delhi Satyaniketan**

Feb 2021 - March 2023

- Develop and implement comprehensive SEO strategies to improve organic search rankings, resulting in a 30% increase in website traffic within the first year.

- Managed and optimized Google Ads campaigns, consistently achieving a 15% improvement in click-through rates (CTR) and a 20% reduction in cost-per-click (CPC).

- Created and executed successful Facebook Ads campaigns, leading to a 25% boost in leads and a 10% increase in sales for clients.

- Conducted keyword research, on-page optimization, and technical SEO audits to enhance website performance.

- Analyzed campaign data and provided data-driven insights to clients, resulting in increased ROI

- Did Black- Hat SEO increased fast ranking.

### **Education:**

#### **Bachelor of Arts in Political Owners**

Delhi University

Graduated: May 2022

#### **Diploma in Digital Marketing**

DIDM Institute

Completed: Sep 2022

### **Certifications:**

- Digital Marketing Certified

- Facebook Blueprint Certified

- Graphic Designer certified

### **Skills:**

- SEO Strategy

- Keyword Research

- On-Page and Off-Page SEO

- Google Ads Management

- Facebook Ads Campaigns

- Content Marketing

- Competitor Analysis

- Social Media Marketing

- Link-Building and Backlink Analysis

- SEO Tools (Google Analytics, SEMrush, Ahrefs)

- Video Editing (Video.io)

### **Languages:**

- English

- Hindi

