PRAVESH
SOGRA

SEO ANALYST

PHONE | (+91) 9310767034

EMAIL | praveshsogra@gmail.com

LOCATION | New Delhi, INDIA

EXPERIENCE | 2 Years 8 Months

Key Skills

- Website Analysis
- Web Promotion
- Keyword Analysis
- Content Optimization
- Google Webmaster Tools
- Social Media Optimization
- PPC Campaigns
- SEO Analysis

Certification

- Advanced Digital Marketing
  Valid upto March 2022

Languages

- Hindi
- English

Hobbies

- Travel
- FOOD
- Explore

Heading

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Work Experience

SEO Analyst
Wizfair Pvt Ltd
06/2024 - Present

Working as SEO Executive for branding & Marketing
Analyzed website performance, including page speed and mobile responsiveness, to optimise user experience.
Conducted keyword research to identify target keywords for optimization.
Optimized content by ensuring correct placement of target keywords within text, meta tags, and titles.Performed link building activities such as directory submission, article writing and submission, blog commenting and social bookmarking.

Digital Marketing Executive
Dr. Raina'a Safe Hands
11/2022 - 06/2024

Developed and implemented digital marketing strategies to increase online brand presence and customer services through digital platforms like SEO, SEM, SMO
Developed and implemented multi-channel digital marketing strategies.
Created content for website, social media accounts, email campaigns and other digital channels.
Executed paid search campaigns on platforms such as Google Adwords
Assisted in the development of online advertising campaigns to generate leads and increase brand awaren

ess.

Digital Marketing Executive
Digital ultras
04/2022 - 10/2022

Conducted keyword research and optimized website content, resulting in a 50% increase in organic search rankings
- Utilized Google Analytics to track and analyze website performance, leading to a 25% improvement in conversion rates
Managed SEO activities including keyword research, link building and content optimization

Internship

TGC Animation & Multimedia, 3 Months

Education

B.A - Arts&Humanities
2021

Delhi University - Other