

RAKESH KUMAR TIWARI

DIGITAL MARKETER SPECIALIST

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trakesh046@gmail.com

Sector 78, Noida (UP)

Education

PGDM (Marketing & Finance)

Asian Business School

BBA (Business Administration)

United Institute of Management

Intermediate

Kendriya Vidyalaya Sangathan

High School

Kendriya Vidyalaya Sangathan

Certifications

- Digital Marketing Certification from NIIT,
- Digital Marketing Certification Cetpa Infotech
- Digital Marketing Certification Hi Aim Institute.

Skills

- Digital Marketing
- Google Search Console
- Link Building
- Guest Posting
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Google Analytics
- Canva
- Semrush
- Keyword Research
- CMS
- Ahrefs
- Screaming Frog
- Social Media Management
- GMB Review Management
- Client Handling

About me

Seeking a responsible and challenging position that will enhance my management skills, provide an opportunity to showcase my capabilities, and allow me to apply my knowledge and ability to collaborate effectively with others.

Experience

SEO Specialist

December 2023 - Current Working

Royal Softech India Pvt Ltd.

- Conducted research and implemented local SEO strategies.
- Performed on-page, off-page, and technical SEO strategies.
- Prepared regular SEO performance reports.
- Conducted keyword research to identify high-performing keywords.
- Optimized website content for search engines and user experience.
- Identified and resolved website issues to improve SEO performance.
- Created and optimized sitemaps for better indexing.
- Updated social media platform posts to align with SEO strategies.
- Maintained Google My Business (GMB) reviews and improved local visibility.
- Handled client communications and managed their SEO expectations.

SEO Executive

March 2023 - December 2023

Media Search Group

- Conducted research and implemented local SEO strategies.
- Performed on-page, off-page, and technical SEO strategies.
- Prepared regular SEO performance reports.
- Optimized website content for search engines and user experience.
- Identified and resolved website issues to improve SEO performance.
- Managed and optimized Google and Social Media Ads.

Digital Marketing

January 2022 - February 2023

ICICI Bank

- Performed SEO activities to enhance online visibility.
- Maintained and managed social media platforms.
- Solved website issues to ensure optimal performance.
- Checked for errors and implemented necessary fixes.
- Optimized meta tags to improve search engine rankings.

Marketing Intern

Times of India

- An internship in marketing with 2 months of experience helped me gain a better understanding of market customers."

Senior Executive

December 2016 - March 2018

Aegie Pvt. Ltd.

- Generated leads to drive business growth.
- Handled client communications and managed client relationships.
- Led and managed a team to achieve project goals.