

ALIYA SALEEM

DIGITAL MARKETER

CONTACT

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SKILLS

Google Ads
SEMrush
Google Analytics
SEO
HTML
Google Search Console
Creating Content Writing
Guest Posting(Free & paid)
Create Backlinks
Image Creation from Canva & Photoshop
On-Page SEO
SE Ranking
AHREFs
Communication skills


EDUCATION

Intermediate
S.S.K. Khalsa Girls Sen. Sec. School
Digital Marketing Course
Tarraqi I foundation
Computer Basics
Bright Future Institute
BCOM
Sri Aurbindo College

HOBBIES

Reading
Writing
Travelling

LANGUAGES

English 
Hindi 
Urdu 
Punjabi 

PROFILE

Creative digital marketer with 3 years of experience in driving brand visibility and engagement through effective online strategies. Skilled in managing ads, optimizing SEO, and creating compelling content. Passionate about connecting with audiences on social media and email, while using data to achieve measurable results. Committed to staying ahead of digital trends to foster brand growth.

WORK EXPERIENCE

Digital Marketing and SEO Intern

Indimedo Private Limited Nov 2021- Aug 2022

- Create general digital marketing plans that include PPC advertising, social media, SEO, content marketing, and social media in line with business goals.
- Optimizing On Page and Off page and technical SEO of a website . Create content for blog posts and Guests posts. Sending emails and communicate with website owners for guest posting.
- Conduct keyword research, optimize meta tags, create XML sitemaps, and build high-quality backlinks to increase website authority.
- Plan, execute, and optimize paid advertising campaigns across platforms such as Google Ads.
- Handling Social Media Platforms of a website like Facebook, YouTube etc.

SEO Executive

Bigfluencer Marketing Agency Aug 2022- Aug 2023

- Reviewed and optimized client sites to improve keyword targeting URL strategies, website visibility & content.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Researched and implemented search engine optimization recommendations.
- Collaborated with editorial and marketing teams to drive SEO in content creation and content programming..
- Completed keyword research to target clients based on keyword targeting.
- Utilized search engine optimization and emphasized importance of link building.
- Developed and implemented quality link-building strategies.
- Create and sent weekly reports to the clients to keep them informed about our progress towards goals.
- Optimized landing pages for search engine marketing purposes.
- Performed thoroughly keyword research to identify the most appropriate client's website categories and enhance targeting tactics.

Digital Marketing Executive

Bytesview Analytics Sep 2023- Oct 2024

- Developed and executed digital marketing strategies to boost brand visibility and website traffic.
- Managed online advertising campaigns on Google, Quora and social media, achieving strong returns on investment.
- Improved website rankings through keyword research and SEO practices, leading to a significant increase in visitors.
- Created engaging content for blogs, social media, and emails, which increased audience interaction.
- Analyzed website performance using Google Analytics to improve strategies and conversion rates.
- Managed social media accounts, creating content and engaging with followers to grow the brand's presence.
- Helped improve website user experience by contributing to landing page designs.
- Kept up with the latest digital marketing trends to enhance campaign effectiveness.
- Conducted competitor research to identify new opportunities for marketing initiatives.