

RESUME

PAYAL BIND

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➤ **Career Objective:-**

- Looking forward to work with an organization where in, I can utilize my knowledge and skills which allows creative approach and interactions thereby contributing to professional success and personal growth.

➤ **Qualification:-**

Degree	Year	Board/University
B. Com	2024	University of Delhi
12 th Board	2021	Govt. Sarvodaya Co-Ed Senior Secondary School
10 th Board	2019	Red Rose Model Secondary School

➤ **Certification:**

Digital Marketing from IIDL Institute

➤ **Experience:**

Company : Ziopix Media LLP

Designation : Seo Executive

Duration : Jan 2024 to still working

➤ **Job Responsibilities:**

- Implement link-building strategies to improve SEO.
- Monitor and report on website traffic and search rankings.
- Use tools like Google Analytics, Google Search Console, and other SEO tools to track performance.
- Analyze competitor SEO strategies and adjust approaches accordingly.
- Optimize website content, including blog posts, landing pages, and product descriptions.
- Stay updated with the latest SEO trends, algorithm changes, and industry updates.

➤ **Technical Qualification:-**

- SEO (On-page and Off-page Activity, Technical SEO)
- Website Handling (Wordpress)
- Social Media Optimization
- Social Media Marketing
- Operating Of Webmaster Tools
- Google Ads, Facebook Ads and Instagram Ads
- MS-Office,MS-Word,MS-Excel.
- E-mail and Internet.

➤ **Core Competencies:-**

- Have to ability to undertake responsibility mandatory and meet deadlines.
- Always keen to learn new concepts.
- Strongly believe in teamwork.
- Willingness to improve Skills and Knowledge.

- Can Work effectively in team, as well as individually
- Positive attitude and problem-solving skill.

➤ **Personal Details :-**

Fathers Name - Ramdhani
Date of Birth - 26/02/2004.
Marital Status - Single
Language Known - Hindi & English
Address - L Extension – 181, Shri Ram Chowk, Dwarka Mor,
New Delhi - 110059

Declaration: I, hereby declare that all the information provided by me is authentic.

Date:-

Place: - New Delhi

Signature: - Payal Bind