



RAVI GUPTA

SEO Manager

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ASPIRING PROFESSIONAL

Seeking a challenging career opportunity which would help me to utilize my academic background that assist me to gain experience, employ my excellent interpersonal skills, and enable me to make a positive contribution in the Industry.

WORK & EXPERIENCE

6-year experience in search engine optimization

Working with Infodrive India pvt ltd as a SEO Manager from 2021 October till now

Simulanis solutions pvt. Ltd as a Manager SEO from November 2018 to October 2021

Ace Mind Tech Ltd as a SEO executive from January 2016 to November 2018

EDUCATIONAL CREDENTIALS

Bachelor of Commerce

Chhatrapati Shahuji Maharaj University.

Intermediate

Akbarpur Inter College Kanpur, U.P. Board;

Matriculation

Amar Joyti Jokhan Laskarpur Varanasi, U.P. Board;

SUMMARY OF SKILLS

- Bachelor of Commerce from Chhatrapati Shahu ji Maharaj University Kanpur determined to carve a niche in the industry.
- I have done the different certification courses which are mentioned below under the Certifications column.
- Expert in Search Engine optimization, with Google Analytics & Google webmaster.
- Sound Understanding of Online marketing and Skills to improve Business via bending the online traffic.
- Experience to prepare an SEO report to analyse the work & progress.
- Zeal to learn the latest tools & technology of Digital marketing.

TEAMWORK

- Good Team worker & quick learner.
- Eager to learn new and better things.
- Working co-operatively (rather than competitively) with others to achieve a common goal.

TECHNICAL SKILLS

Platforms:

Web & windows

Technologies:

HTML5, WordPress, SEO(on-page & off page),SMO,

Tools & Plug-Ins:

- **Google Analytics** -: For analysis of the user's traffic & their Activities.
- **Google WebMaster** -: For web site Submission & verification.
- **Google Keyword Planner**:- For Keyword Research.
- **Yoast SEO**:- To optimize the website for search engine.
- **SEO Tool**:- Semrush and Ahrefs
- **Email marketing**:- MailChimp and mailer lite
- **Creative Design**:- canva
- **CRM Tool**:- zoho, Engagebay
- **Social Media Tools**:- zoho, buzzsumo, hootsuite
- **Automation tool**:- Integrately

CERTIFICATION

- Basic Computers with grade "A" from Telecommunication consultant India LTD New Delhi under ICT@School Project, Department of Secondary Education Government of Uttar Pradesh.
- CCC (Course on Computer Concepts) from NIELIT (National Institute of Electronics and Information Technology) under the ministry of communication and Information Technology, Government of India.
- Digital Marketing Basic course" from DigitalDeepak.

PROJECTS WEBSITE

- **Simulanis solutions pvt. ltd**
www.simulanis.com

Description: implement keyword ranking, domain authority improvement, traffic improvement, Gov and Edu backlinks, email marketing social media marketing, guest post, do-follow backlink creation, branding, competitor analysis

- **AceMind Technology Pvt. Ltd.**
www.acemindtech.com

Description: implement keyword ranking, domain authority, social media marketing, branding, SMS Marketing,

- **Unbox Stop**
www.unboxstop.com

Description: implement keyword ranking, domain authority improvement, Traffic improvement, branding

- **RentersPad**
www.renterspad.com

Description: implement keyword ranking, domain authority improvement, Traffic improvement, branding, social media marketing, PPC

- **InfodriveIndia Pvt Ltd**
www.infodriveindia.com

Description: Enterprise SEO improvement title and description, heading tag optimization, technical SEO optimization (8 Crore pages in this website)

EXTRA-CURRICULAR

- Actively Participated in College-Level Sports and Events.
- Worked as a volunteer in the cultural events in my college & Society.
- Helping in my family business & surrounding.

HOBBIES

- Net Surfing & working with software's.
- Playing Computer & mobile Games.
- Outing with friends.

PERSONAL DETAILS

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|---------------|-----------------|
| Nationality | Indian |
| Religion | Hindu |
| Language | English / Hindi |
| Date of Birth | 10th Jan 1997 |

Declaration: I hereby declare that the above provided information by me is true to best of my knowledge.

(Ravi Gupta)