

PUSHPENDRA BHARDWAJ

DIGITAL MARKETING EXECUTIVE

CONTACT

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PROFILE

I am a result-oriented MBA graduate (Marketing & HR) with good communication skills and over one year of hands-on digital marketing experience. Having skills like SEO, social media, google analytics, wordpress and team management.

SKILLS

- Search Engine Optimization
- Strategy Making
- Keyword Research
- Inbound Marketing
- Content Marketing
- Social Media Marketing
- Social Media Optimization
- Google Ads

EXPERIENCE

DIGITAL MARKETING INTERN

SEO SCIENTIST | JUNE 2021 - AUG 2021

- Managed the SEO team of four members.
- Worked on three projects [antimatterfit.com](#), [amplechairs.co.in](#) and [comptondigital.ca](#)
- Worked on SEO strategy-making (moderate - advanced) for link building and Google ranking.
- Worked on keyword research, content optimization, and distribution of content over different platforms like web 2.0, blogging sites, and social media.
- Also, worked on Quora marketing strategies for getting free website traffic.
- Worked on different SEO tools like rank math, Google search console, and Google Analytics.

DIGITAL MARKETING INTERN

MIRKETA INC. | MAY 2021 - JULY 2021

- Mirketa Inc. is a salesforce consulting partner where I have worked on their in-house projects: [mirketa.com](#), [elixirehr.com](#), and [roundrobindistributor.com](#).
- Worked on keyword research and link building through different off-page activities.
- Worked on blog writing and publishing them on social media platforms like Medium and Quora.
- Worked on SEO tools like Google search console, Google Analytics, and Google Tag manager

DIGITAL MARKETING INTERN

SDAD TECHNOLOGY PVT. LTD. | NOV 2020- FEB 2021

- Worked on a total of 4 projects, two internal and two client's projects.
- The internal projects were named '[HealthStrives.com](#)' and '[Helpline-Australia.com](#)' in which I performed on-page and off-page SEO activities like link building, SMO, blog posting, etc.
- Also worked on ranking keywords for two client's websites.
- Also performed other activities like guest blogging, business listing, and Quora Q&A.

DIGITAL MARKETING INTERN

SITEX DIGITECH PVT. LTD. | MAY 2020 - AUG 2020

- My role was to deal with customers on social media channels like FB, Fiver, etc., and turn them into leads.
- I was responsible for social media campaigns to manage a brand presence on social platforms. (Social media marketing)
- Also responsible for brand ambassador program to spread brand awareness in colleges and universities.

CERTIFICATIONS

- Digital Marketing
- SEO (Specialization)
- Google Analytics
- Inbound Marketing
- Social Media Marketing
- Microsoft Excel
- Google Ads

EDUCATION

MJP ROHILKHAND UNIVERSITY, BAREILLY

MASTER OF BUSINESS ADMINISTRATION | AUG 2019 -
AUG 2021

- MBA IN MARKETING & HR (DUAL SPECIALIZATION)
- PERSONAL INTEREST IN CONSUMER BEHAVIOR.
- **PROJECT:** EFFECTIVENESS OF ONLINE MARKETING
ON INTEGRATED MARKETING COMMUNICATION

INDERPRASTHA ENGINEERING COLLEGE, GHAZIABAD

BACHELOR OF TECHNOLOGY | AUG 2014 - JUN 2018

- MECHANICAL ENGINEERING
- **PROJECT COORDINATOR:** WHEAT CUTTING MACHINE