



Sunny Chouhan

SEO Executive

A Digital Marketing Professional with over 1.3 years of experience in the areas of: Search Engine Optimization (On page & Off Page), Google Analytics, Content Strategy and Design

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WORK EXPERIENCE

SEO Executive

iMark Infotech Pvt. Ltd

5 Dec 2019 - Present,

India

Achievements/Tasks

- Developing Onpage & Off page optimization strategies as per website requirements.
- Analyzing and researching keywords related to identify improvements as well as increase visibility, ranking
- Working on Content Optimization.
- Used Google Analytics for goal Setup, funnels, report generation, visitor analysis.
- Worked on different CMS such as Wordpress, Squarespace, Wix, Shopify, etc.
- Have exposure of working with clients from US, UK, Australia, and all over the world.

EDUCATION

MCA

Studied at -SVIET College Ram Nagar Banur ,Punjab (Chandigarh)

07/2017 - 07/2019,

Banur (Punjab.)

BCA

Studied at Pt. Sant Ram Govt. Degree College Baijnath (Kangra) H.P

07/2014 - 07/2017,

Baijnath (H.P.)

10+2

Govt Sr. Sec. School , LAD Bharol

05/2014,

Himachal Pradesh

10

Vishudha Public Sr. Sec School , Baijnath

05/2012,

Himachal Pradesh

SKILLS

Fast learner

Responsibility

The ability to follow instructions and deliver quality results

The ability to work under pressure and multi-task

Successful working in a team environment, as well as independently

Attention to Detail

Creativity

RESPONSIBILITIES

OFF PAGE OPTIMIZATION

- Business Listings, Social Bookmarking, Article Submission, Blog Submission, Classified Submission, Video Submission, Image Sharing, Blog Commenting

ON PAGE OPTIMIZATION

- Site Analysis, Meta Tags, H1 & H2 Tags, URL Optimization, Keyword Research, Sitemap, robots.txt, Google Analytic Setup, Search Console Setup, Image Alt txt, Geo Tagging, Canonicalization, Structured Data Schema Markup, Website Crawlability, Website Speed and Load time Optimization, Content Optimization, Content Updation, Keyword Research.
- Creating and Optimizing different blogs on various websites.
- Local Business Listing Creating and Maintaining Google My Business Page.
- Generating Weekly and Monthly work reports through Google Analytics and various tools

PPC(Pay Per Click)

SMM(Social Media Marketing)

ACHIEVEMENTS

1+ Year seo experience

3 Month Digital Marketing Training (01/2019 - 12/2019)

LANGUAGES

Hindi

Full Professional Proficiency

English

Professional Working Proficiency

INTERESTS

Bike-Riding

Internet-Surfing