

MAYUR BURRA

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Career Objective:

To work in an organization that provides ample opportunities to my career and wants to be a valuable asset for the organization by constantly adding value to it.

Working Experience:

Overall, I have 1 year of past experience in Digital Marketing including training & internship, where I worked with [SEO Beam Infotech Pvt. Ltd.](#) which is a leading digital marketing & SEO company in India headquartered in Bhopal (M.P). Working as an Off-Page expert handling 10+ project of US & UK clients.

- **Designation:** SEO Executive (Off Page Expert)
 - March 2022 – September 2022

Campaign URLs & keywords: -

- <https://citydanceparties.co.uk/>

Keyword - hen party dance class bath, hen party dance classes, hen party dance classes manchester, hen party dance classes london, beyonce dance classes london, corporate dance classes, 90s hen party, bollywood dance classes manchester.

- <https://julianandsons.com/>

Keyword - custom trophy room, custom trophy rooms, trophy rooms design, luxury gun room, custom gun cabinet, gun room cabinet ideas, custom gun cabinets, custom gun room, trophy room designs, woodworking gun cabinet, gun rooms designs, gun rooms in houses, gun room ideas.

- <https://x-escaperoomglasgow.co.uk/>

Keyword - escape glasgow, escape room glasgow, haunted hospital, escape rooms glasgow, glasgow escape room, glasgow escape game, escape rooms horror, escape room scotland, booking escape room.

- <https://hwrpackaging.com/>

Keyword - wholesale stick packs, contract stick packaging services, stick pack packaging, stick packs contract manufacturing, stick pack manufacturer, stick pack contract manufacturers, stick packs supplier, private label stick packs, nutraceutical stick packaging, stick packs private label, custom stick pack flexible packaging, flexible packaging solution, stick pack filling, stick packaging.

- <https://www.retinasurgeon.uk.com/>

Keyword - retinal surgery harley street, diabetic retinopathy treatment london, retina surgeon, vitreoretinal surgeon, retina surgeon near me, retinal detachment surgery london, retinal eye specialists, retina specialist near me, london eye hospital floaters, best retina specialist near me, vmt eye surgery, floaters surgery, vmt ophthalmology, retinal ophthalmologist near me, top retina specialists, diabetic eye disease london, vitreomacular traction treatment, detached retina london

- <https://www.dkpelectrics.co.uk/>

Keyword - electrician in northwood, electrician in pinner, electrician in uxbridge, electricians northwood, electrician in ealing, electricians hillington, electricians in hillington, electric underfloor heating repairs.

- <https://sarasonTV.co.uk/>

Keyword - bathroom tv, waterproof tv, waterproof bathroom tv, bathroom smart tv, waterproof mirror tv, lcd tv for bathroom, bathroom mirror television, bathroom television, mirror tv uk.

- <https://www.daviddeyong.co.uk/>

Keyword - silver diamondust jewellery, swarovski zirconia necklaces jewellery, swarovski zirconia ring, swarovski zirconia jewellery, birthstone earrings jewellery london, silver friendship bracelets, childrens sterling silver bracelets, sterling silver eternity rings.

- <https://www.kingsoba.com/>

Keyword - black rice noodles, organic buckwheat noodles, gluten free instant noodles, organic rice noodles, rice ramen noodle, gluten free ramen noodles, organic ramen noodles, organic noodles.

- <https://www.linenshed.com.au/>

Keyword - queen linen duvet cover, linen for sale australia, washed linen bedding, king linen duvet cover, linen fabric australia, linen bed cover, french duvet covers, linen duvet cover natural, bed sheets linen, natural linen quilt cover.

Training & Internship:

- Digital Marketing Internship from [Orphic Solution](#) Bhopal (Feb 2022 - Mar 2022)
- Digital Marketing Training from [Technogaze](#) Bhopal (Oct 2021 - Jan 2022)

Previous Working Experience:

- **Electrical Engineer (GET)**
 - Nikum Energy Control (India) Ltd.
 - August 2021 – Oct 2021
 - Hindustan Electro Graphite Ltd.
 - July 2020 – July 2021

Technical Skills:

- **Search Engine Optimization (SEO)**

- Off-Page Optimization (Social Bookmarking, Article Submission, PDF Submission, Press Release, Business Listing, Video Submission, Competitor Backlinks Analysing, Classified Ads Submission, Blog Submission, Product Submission, Image Submission, Coupons Submission)
- On-Page Optimization (Website Auditing, Keyword Research, Title, Description & H1 Tag Creation, Interlinking, Alt Tag Optimization, Meta Family Optimization, Mobile Responsiveness, Broken Links & Dead Pages)
- Google My Business, Schema Markup, RSS Feed.
- Google Analytics & Google Search Console (Setup, analyzing & monitoring)

- **Search Engine Marketing (SEM)**

- Keyword Analysis & Keyword Research.
- Google Ad (Account Set up, Campaign, Ad Group and Ad creation)
- Facebook Ad (Account Set up, Campaign, Ad Group and Ad creation)
- LinkedIn Ad (Account Set up, Campaign, Ad Group and Ad creation)

- **Social Media Optimization (SMO)**

- Facebook, LinkedIn, Instagram (Page creation, Group creation, organic & paid activities)
- Lead Generation through Cross messaging & Group posting.

Educational Qualification:

- B.E (EC) from LNCT Bhopal, 78.6% in 2018.
- 12th from Dynamic Public H.S.S Board of M.P, 76.8% in 2013.
- 10th from St John's H S School, Board of M.P, 76.5% in 2011.

Computer Skills:

- Sound Knowledge of English Typing, Excel, Data Entry.
- Well experienced with use of internet.

Personal Profile:

- **Religion** : Hinduism
- **Date of Birth** : 01-Feb-1996
- **Languages Known** : Hindi and English
- **Location** : Bhopal
- **Current Location** : Bangalore

Declaration:

I hereby confirm that the information given above is true to my knowledge and belief.

Date:

(Mayur Burra)