

ADITYA YADAV

SEO Executive

Highly motivated and results-driven SEO Strategist with over 1 year of experience in developing and implementing successful SEO strategies. Proven ability to identify and optimize keywords, conduct competitor analysis, and create high-quality content that improves website ranking and organic traffic. Skilled in utilizing various SEO tools and analytics platforms to track progress and measure results. Passionate about staying up-to-date with the latest SEO trends and best practices to ensure continuous growth and success.

KEY SKILLS

- Keyword research and analysis
- Link building strategy development
- Competitor SEO analysis
- On-page and off-page SEO techniques
- Industry trend research and analysis
- Shopify
- Google Analytics and Google Search Console proficiency
- Excel
- Creating effective Chat GPT prompts

CONTACT ME

 9415205008
 adityay0409@gmail.com
 S-5/46 B Orderly Bazar,
Varanasi, Uttar Pradesh,
India, 221002



PROFESSIONAL EXPERIENCE

FOODAL INFOTECH SOLUTIONS

June 2019 - December 2020

DIGITAL MARKETING EXECUTIVE

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Evaluated market trends to stay current on consumer and competitor changes.
- Optimized company website to improve engine ranking, user experiences and conversion rates.
- Managed digital projects from initial concept through final implementation and live monitoring.

TO YOUR DOORSTEP

January 2021 - August 2022

FOUNDER

- Conducted target market research to scope out industry competition and identify advantageous trends.
- Studied market to determine optimal pricing of goods and capitalize on emerging opportunities.
- Developed key operational initiatives to drive and maintain substantial business growth.
- Negotiated terms of business acquisitions to increase business base and solidify market presence.

ATTRYB TECH

April 2023 - December 2023

SEO EXECUTIVE

- Participated in brainstorming sessions with stakeholders and other team members in order to develop new ideas for online marketing campaigns
- Developed SEO strategies to improve organic search engine rankings.
- Monitored website performance, including traffic, rankings, and conversions.
- Researched industry trends related to SEO and digital marketing initiatives
- Analyzed competitor websites to evaluate their SEO efforts and tactics used
- Utilized keyword research and analysis to identify relevant search terms for SEO optimization
- Produced detailed SEO reports for clients to measure progress and return on investment



EDUCATION

Banaras Hindu University, Varanasi

June 2015 - August 2019

Bachelor's in Chemistry Honors



CERTIFICATIONS

MY CAPTAIN

April 2023

DIGITAL MARKETING

Successfully completed a comprehensive digital marketing course at My Captain, gaining expertise in SEO, content marketing, social media management, and analytics tools for effective online marketing strategies.