

Prakhar Lohiya *Digital Marketing*

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Indra Nagar Kuiya road Orai (Jalaun)

📅 2001/07/15

🇮🇳 Indian

👤 Male

🌐 www.linkedin.com/in/prakhar-lohiya

Professional Experience

SEO internship

Juego studio 📌

2023/07 – present | bangalore, India

- During my 6-month SEO internship, I gained comprehensive knowledge and hands-on experience in various aspects of search engine optimization.
- This included proficiency in tasks such as keyword research, on-page SEO optimization, off-page SEO, link-building, and competitor analysis, and utilization of tools such as SEMrush, and Ahref. Additionally, I developed expertise in navigating Google Search Console and Google Analytics, contributing to the formulation and execution of successful SEO and marketing strategies.
- The culmination of these skills and experiences resulted in the achievement of organic leads and demonstrated my ability to contribute effectively to digital marketing initiatives

Education

B.Tech

Lakshmi Narain College of Technology and Science

2019/08 – 2023/05 | Bhopal, India

I have successfully earned a Bachelor of Technology (B.Tech) degree in Electronics and Communication Engineering, achieving an overall CGPA of 8.54.

Vinayak Academy , Orai (UP)

2016/05 – 2018/05

12th Standard - 69.4%

Vinayak Academy , Orai (UP)

2014/04 – 2016/04

10th Standard - 8.4 CGPA

Skills

Search Engine Optimization

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On-page SEO, Off- Page SEO, Link Building, SEO Strategy, Marketing Strategy, Competitor Analysis, Google Search Console, Google Analytics, Semrush tool, Ahref tool

Search Engine Marketing

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Google ads, PPC ads, Facebook ads, Instagram ads

Wordpress Developer

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HTML, CSS, WordPress Plugin, Elementor tool,

Certificates

- Digital Marketing Course 📌

Interests

- Cricket