

RAKSHITH.MV

Digital Marketing Executive



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BTM Layout ,Bangalore

CAREER OBJECTIVE

"I want to secure a position in a company that challenges my skills, updates my current knowledge, and sharpens my training. I want to broaden my horizons and gain a different perspective so that I can look at the same thing from a variety of angles."

Experience

Digital Marketing Executive-SEO | November-2022 - May 2024
Factocert - Jayanagara Bangalore

- Developed and executed SEO strategies to enhance online visibility and search engine rankings for company websites.
- Improved keyword rankings for targeted keywords, resulting in multiple first page rankings on major Google search engines. Implemented on-page SEO techniques, including meta tags, header tags, and content optimization, resulting in a significant improvement in organic search traffic. Managed off-page SEO efforts, including link-building campaigns, guest posting, and outreach, to establish strong backlink profiles.
- Created and maintained monthly reports to track SEO performance metrics, including organic traffic, and keyword rankings. Assisted in the development and execution of content marketing strategies to attract and engage target audiences. Monitored and analyzed website performance using tools like Google Analytics and Search Console, regularly providing insights and recommendations for improvement. Maintained up-to-date knowledge of SEO best practices and trends, ensuring the company's digital presence remained competitive and effective. Worked closely with cross-functional teams to align marketing efforts with business goals and objectives
- Keyword Research and Optimization
- Conducted keyword research using tools like Google Keyword Planner, SEMrush, or Ahrefs.
- Implemented targeted keywords in titles, meta descriptions, and body content.
- Content Optimization
- Optimized website content for SEO by ensuring proper use of headings (H1, H2, H3), keywords, and internal linking.
- Improved readability, keyword density, and engagement metrics (e.g., bounce rate).

Digital Marketing Executive-SEO |June-2024 - Present

Proexcellency- Koramangala Bangalore

- Developed and executed SEO strategies to enhance online visibility and search engine rankings for company websites.
- Improved keyword rankings for targeted keywords, resulting in multiple first page rankings on major Google search engines. Implemented on-page SEO techniques, building campaigns, guest posting, and outreach, to establish strong backlink profiles. Created and maintained monthly reports to track SEO performance metrics, including organic traffic, and keyword rankings. Assisted in the development and execution of content marketing strategies to attract and engage target audiences. Monitored and
- Backlink Building
 - Acquired high-quality backlinks from authoritative websites
 - Executed outreach campaigns to build relationships with webmasters and influencers
- Guest Blogging
 - Contributed guest posts to industry-relevant blogs and websites to generate backlinks
 - Developed content strategies to attract backlinks through guest articles
- Social Media Engagement
 - Promoted content on social media platforms to increase visibility and traffic
 - Engaged with audiences to drive organic engagement and shares
- Social Bookmarking
- Directory Submissions

TECHNICAL SKILLS

- SEO- On Page - OFF Page
- WordPress.
- Keyword Researching
- Content Writing
- Google Analytics
- Google Search Console.
- Social media Marketing.
- Canva and .
- Google Ads. Facebook and Instagram Ads.
- Linked in Ads.

EDUCATION

- Feb2022–Aug 2022 Digital academy
- certification program digital academy
- 3602018–2021 Bachelor of Commerce mysore
- university
- Pre-university college
- cauvery collage