

CURRICULUM VITAE

AJAY GUPTA

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OBJECTIVE

To work with an organization where, is a scope for self-improvement and Knowledge enhancement which will provide an opportunity to exhibit the best of my ability and contribute towards organizational development.

EDUCATION —

**Bachelor of Commerce from
Bundelkhand university. (2008-
2011)**

EXPERIENCE

2011-2016

Freelance SEO Expert • SEO Expert as Freelance •
Freelancer.com, Odesk , Elance etc..

2018-2021

Freelance Sr.SEO Expert • Sr.SEO Expert as Freelance •
About the companies (As above mentioned)

As I Mention Above I am having more than 6 years of Experience In SEO as Freelancer. I got the clients from US, UK, Canada and Australia etc... I handled many projects from different industries and ranked those websites on search engines got the organic traffic.

KEY SKILL –

- **SEO**
- **SEM**
- **SMO**
- **SMM**
- **CMS(Wordpress, Shopify etc..)**

- Knowledge of Tools –

- **Google Search console**
- **Google Analytics**
- **Google Keyword Planner**
- **Ahrefs**
- **Semrush**
- **Moz**
- **Woorank**
- **SEOSpyglass**
- **Vidnami (video creation)**
- **Canva ETC....**

- Personal Details –

Languages: Hindi and English

Nationality: Indian

DOB: 29-jul-1989

SEO SKILLS SUMMARY

Keyword Research –

Researching the best keywords using tools like Keyword Surfer, Keywordtool.io & Google Keyword Planner, Google trend

Website Audit – SEO audit helps us to analyze the complete website and pick all those technical flaws which are stopping this website to rank higher.

On-Page Optimization – Meta Tags Optimization, Page Headings, Image Optimization, Hyperlink Optimization. Content Optimization, Schema Structure, XML sitemap creation & Robots file etc...

Off-Page Optimization - Knowledge of different off-page tasks like Social Bookmarking, Image Submission, Directory Submission, Guest blogging, Video submission, Classifieds, Article Submission, Blog Commenting, Forums discussion, Search Engine Submission, Ping website URL, Web 2.0 Microsites Creation etc...

SEM OR PPC SKILLS SUMMARY

SEM or PPC - Manage Paid Ads like Search Ads, Display ads etc. Reporting Paid Search Strategy, Finding the best keywords in budget, Budget Management, Campaign Management.

SMO SKILLS SUMMARY

Social Media Management – Creating/updating and design pages, business pages on Facebook, Facebook Likes, Facebook Post Share, Facebook Post Likes, Tweets and retweets.

- Creating Social Media Plan/Calendar for different clients and Posting, Scheduling post using different techniques and trending hashtags in order to get maximum engagement.

OTHER SKILLS

- Ability to Multitask/ work on Several Projects at once
- Effectively conduct research on the web through its various search engines, directories, Social Media Sites, etc.
- Ability to co-ordinate multiple simultaneous Projects.
- Able to handle Projects Individually
- Conduct extensive keyword research & develop keyword lists for specific landing pages.
- Need to have the ability to consistently produce a high quality work, attention to details.
- Competitor Analysis
- I am always getting a more and more information and always happy to learn myself.

I hereby declare that all the information given is true to best of my knowledge and regards.

Ajay Gupta