

# Curriculum Vitae

## **Ankit Kumar**

**Email Id** : [ankit9125958084@gmail.com](mailto:ankit9125958084@gmail.com)

**Mobile No.** : 9519390040

**Address** : Noida Sector 34, Noida, Utter Pradesh

## **Objective :**

I am a hardworking and committed individual with a strong focus on achieving personal goals and succeeding in a professional and challenging business environment.

## **Academic Profile :**

- ❖ Passed 12<sup>th</sup> from Up.board 2019.
- ❖ Bachelor of Art from Allahabad State University.
- ❖ Digital marketing professional certificate from Htl Infotech, Noida.
- ❖ Google Digital Garage Certificate.
- ❖ Google Ads Certificate.
- ❖ Google Analytics Certificate.

## **Experience :**

3 Months Client Projects Based Internship in Digital Marketing completed at Htl Infotech, Noida.

## **Projects Handle During The Internship :**

- ❖ Artisans-village (USA Project)
- ❖ Qfs Management System Llp (Indian Project)
- ❖ Fat Percentage ( Social Media)

## **Digital Marketing Skills :**

### **On-Page Seo :**

- ❖ Keyword Research
- ❖ Canonical Issue Optimization
- ❖ Content Optimization
- ❖ Meta Tags Optimization (**Title, Description, Keyword & Image alt, Meta Tags**)
- ❖ URL Optimization
- ❖ Image & Hyperlink Optimization (**Add Alt Tags**)
- ❖ Sitemap Creation and Submission (**Xml and html**)
- ❖ Robots.txt File Creation and Submission (By Cpanel and Wordpress)

- ❖ Google Analytics Installation
- ❖ Google Webmaster (Verification with Domain Property and URL Prefix)
- ❖ Inbound Link
- ❖ Outbound link
- ❖ Website Speed Test
- ❖ 404 Error Optimization

### **Off-Page Seo :**

- ❖ Search Engine Submission
- ❖ Social Bookmarking Submission
- ❖ Classifieds Ads Submission
- ❖ Image Submission
- ❖ Podcast Submission
- ❖ Forum Submission
- ❖ Directory Submission
- ❖ Web 2.0
- ❖ Pdf/PPT Submission
- ❖ Ping Submission
- ❖ Guest Posting
- ❖ Blog Posting (On-Page and Off-Page Blog Post)

### **Expertise in Seo Audit :**

- ❖ DA PA Check
- ❖ Competitor Analysis
- ❖ Backlink Check
- ❖ Page Speed Insight

### **Social Media Marketing :**

- ❖ Creating Page
- ❖ Comment Posting
- ❖ Sharing Post
- ❖ Image Posting
- ❖ Group Sharing

### **Pay Per Click (PPC) :**

- ❖ Google Ad-word Account Setup
- ❖ Keyword Research
- ❖ Conversion Tracking Code Integration
- ❖ Campaign Analyzation
- ❖ Call Only Ads
- ❖ Facebook Campaign
- ❖ Ad Rank
- ❖ Bid Adjustment

- ❖ Audience Setup

### **Google My Business :**

- ❖ Listing
- ❖ Promote Local Business

### **Skills :**

- ❖ Google Webmaster
- ❖ Bing Webmaster
- ❖ Google Analytics
- ❖ Canva (Pro)
- ❖ Search Engine Optimisation
- ❖ Google Ads
- ❖ Social Media Marketing
- ❖ Google Tag Manager
- ❖ Knowledge of Digital Marketing Tools (Including Paid Tools. Ex., Semrush, Ubersuggest, Screaming Frog, GT Metrix, etc.)

### Personal Details

Father's Name: Lt. Jagat Lal

Date Of Birth : 10/03/2003

Nationality : Indian

Language Known : Hindi,English

I name hereby declare that the information in this application is true to the best of my knowledge.

(Ankit Kumar)