**Chote Lal**

**E-Mail**:chhotelal378@gmail.com

**Contact:** +91 8285758289, 8700636219

~ Search Engine Optimization (SEO) ~

Preferably in IT Sector

**PROFESSIONAL ABRIDGMENT**



* **Completed B.A from by Swami Vivekanand Subharti University**
* **Areas of interest covers**: Search Engine Optimization (SEO).
* A proactive learner, capable of adopting emerging trends & willing to address industry requirements to achieve organizational objectives & profitability norms*.*
* Possesses passion to work hard and willing to contribute towards achievement of organizational goals.

**SCHOLASTICS**



* B.A from Swami Vivekanand Subharti University, Meerut.

- 12th Class from U.P Board.

- 10th Class from U.P Board.

**PPROFESSTIONAL QUALIFICATION**



* Digital Marketing From Anudip Foundation.
* ADCFA, DCA from Maa Gayatri Carrier Academy.

**TECHNICAL QUALIFICATION**

* Basic Knowledge OF Computer
* MS-Excel, MS-Word, PPT (MS-Office) etc.

**SEO SKILLS**



* **Site Analysis –** Complete technical report of the website. The report includes onpage andoffpage factors of the website.
* **On-page Knowledge** – Knowledge of Alt tags, Title tag, Anchor text, Meta Description, MetaKeywords, Keyword Research, Image Optimization, Content Optimization, Validation as per w3.org standards. etc.
* **Content Analysis –** Reviewing the content, Special focus on checking for keyword density,keyword prominence and proximity
* **Off-page Knowledge** – Social Bookmarking submission, Directory submission, BlogSubmission, Blog posting, Guest Post, Business Listing, Profile Link, Article submission, Comment posting, Guest comment post, Article formatting, Forum posting, Document & PPT sharing, Infographic, Video Submission, etc.
* **Social Networking** – Facebook, Twitter, LinkedIn, Pinterest, etc.

**AREA OF INTEREST**



* *SEO (Search Engine Optimization)*
* *Content Marketing*
* *Digital Marketing*

**PROFESSIONAL COMPETENCIES**



* Passion for Search and internet marketing.
* Outstanding ability to think creatively, and identify and resolve problems.
* Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere.
* Ability to clearly and effectively articulate thoughts and points.
* Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieving client goals.
* High levels of integrity, autonomy, and self-motivation.
* Excellent analytical, organizational, project management and time management skills.

**CHARACTERISTICS**



* Ability to deal with people diplomatically.
* Willingness to learn, team facilitator, hard worker.
* Addicted to follow every order from senior. Team player with strong analytically and problem solving skills.

**EXPERIENCE**



* Total Experience is **4.9** YEAR EXPERIENCE in **Search Engine Optimization** (SEO), Digital Marketing, with Google, Yahoo, Bing.
* Working with **Clearpath Technology Pvt. Ltd**. ([www.clearpathtechnology.com](http://www.clearpathtechnology.com)) Since Nov 2017 to Till date on Profile **Webmaster (Search Engine Optimization)** with multiple projects. And present time working in Angie Homes (<https://angiehomes.co>) Ecommerce company.

**PERSONAL DETAILS**



Name: **Chote Lal**

DOB: 01/01/1991

Father’s Name: Late Shri. Rampati

Nationality: Indian

Sex: Male

Marital status: Married

Permanent Address: D-509, Street No. 62, Mahavir Enclave Part 3, New Delhi-110059

Mob. No.: 8285758289

Language Proficiency**:** Hindi, English.

Date: Chote Lal

Place: