



# Bhuwan Yogi

SEO Executive

## My Contact

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## Skills

### • Marketing

- Social Media Marketing
- Social Media Management
- SEO (Search Engine Optimization)
- Google Analytics
- Google Ads
- Google Search Console
- Keyword Research
- WordPress

### • Soft Skills

- Observation
- Decision Making
- Communication

### • Visualization

- Tableau
- Excel Charts

## Career Summary

A Certified Digital Marketer with a passion to solve real-world business challenges using 2.9 years of experience. Improved organic search rankings for top brands and increased organic traffic. Seeking to leverage project management skills, analytical skills, and technical SEO Knowledge, Social Media Management and Social Media Marketing.

## Professional History

### • Freelance Projects

#### Feb 2022 - September

- Worked on Multiple projects for clients ranging from E-commerce, Fashion Blogs, Food Blogs, Defence Blog.

### • Digilogue India Pvt. Ltd. - Gurugram *Search Engine Optimization Executive* 2019 Sept - 2022 Jan

- Optimized content for the website and social networking channels such as Facebook, Twitter, and Instagram.
- Handled **McDonald's India Blog** (South and West) - delivering positive result by increasing the website traffic which in turn improved the keyword ranking on SERP (Search Engine Result Page) (<https://mcdonaldsblog.in>).
- Managed the **Myntra Blog** (<https://blog.myntra.com>).
- On-Page Optimization for the website and blogs for a Sweden based defence client.
- Facebook Ads and Page Optimization for the clients like:
  - **Sweden based defence client**
  - Bombay Rayon Fashion Textile Pvt. Ltd.
  - Travel Factory Nepal
  - **FedEx India** (Facebook Optimization and Management)
  - Engagements Ads for **Westlife Development** on LinkedIn.
  - **BMGF (Bill and Melinda Gates Foundation)** Research and Development of Health Issue, Poverty Rate, Maternity Rate and Agriculture in India.
  - **RedBus** - Research and Development for Redbus to make commuting much more easier during the time of pandemic

## **Education Background**

- **2018 – Delhi School of Internet Marketing**

*Master in Digital Marketing*

- **2016 – Delhi University**

*B.A. History (Hons)*

- **2012 – CBSE Board**

*12th (Humanities)*

## **Internship**

- **Zeabros India Pvt. Ltd.  
Search Engine Optimization  
2018 Nov – 2019 Feb**

- Conducted keyword research based on highly relevant and trafficked keywords.
- Handled 5 projects and significantly raised rankings of websites within top 10, in major Search Engines (Google, Bing).