

## EDUCATION

### **Five Year Integrated Programme in Management (IPM), Science**

NALSAR University of Law

2022 - 2027

CGPA: 7.69/10

## INTERNSHIPS

### **Search Engine Optimization (SEO)**

Edge-forex, Virtual

Apr 2023 - Jun 2023

As an SEO Analyst, I conducted keyword research, implemented guest blogging for backlinks, optimized YouTube videos, and created SEO checklists for content writing to improve online visibility and organic search rankings.

## POSITIONS OF RESPONSIBILITY

I have been captain of chess school team and managed team of 5 players in ISPL (Inter school premier league) chess tournament.

## PROJECTS

### **Psychology Project**

Jan 2023 - Feb 2023

We were a group of 9 people and who ran an ad agency and we were required to hire our own batchmates based on their personality test scores. We then wrote a thorough report on why the selected candidate was the best fit for the position.

### **Business Studies project**

Nov 2022 - Dec 2022

We were a group of 6 people and we went to a local Kirana store and studied deeply about how that business functions, their day-to-day activities, the HR and management part of the business and prepared a report and gave presentation of the same.

### **SEO**

Sep 2022 - Present

<https://chessapproach.com/>

I run my own website named chessapproach.com and I am doing SEO for this website since past 7 months. My website ranks in top web page of google for keywords like "English opening complete theory" and Sicilian Defense complete theory"

## SKILLS

### Digital Marketing

Intermediate

### English Proficiency (Written)

Advanced

### Search Engine Optimization (SEO)

Advanced

### WordPress

Advanced

### Google Analytics

Advanced

### Social Media Marketing

Intermediate

### MS-Word

Intermediate

### MS-Excel

Intermediate

### Blogging

Advanced

### Hindi Proficiency (Spoken)

Advanced

### English Proficiency (Spoken)

Advanced

### Search Engine Marketing (SEM)

Intermediate

### Creative Writing

Advanced

### Adobe Photoshop

Beginner

### Bootstrap

Intermediate

### Google AdWords

Intermediate

### Email Marketing

Intermediate

### Facebook Ads

Intermediate

### Instagram Marketing

Intermediate

## WORK SAMPLES

### Blog link

<https://www.chess.com/blog/devalkatiyar31/the-science-behind-positional-play-in-chess>

### Other portfolio link

<https://chessapproach.com/>

## ADDITIONAL DETAILS

Secured 2nd position in Billabong chess tournament, Secured 2nd position in Inter house chess competition, Secured 4th position in Billabong chess tournament, Secured 3rd position in Inter school premier League(ISPL)

I am a top blogger in chess.com blog community

I have got google adsense approval for this website also

I have more than 2000 impressions and about 300 uniques page views.

I have got backlinks from wikipedia for some of the keywords.

