

**Name:** AMAN RATHI

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**Address:** Village – Saifabad, District – Bijnor (UP) 246749

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## Career Objective

I want to pursue a career in Search Engine Optimization (SEO). I am passionate about Search Engine Optimization (SEO) and have the skills and knowledge to succeed in this field. I am also motivated to learn and grow in this career to keep up with the latest trends and technologies.

## Educational Qualification

➤ **Sahu Jain Collage, Najibabad, Bijnor (UP)**

- Pursuing B.A - 2021

➤ **St Mery'S Inter Collage, Mandawali, Bijnor (UP)**

- Passed out 12th From UP Board in 2020 Marks 66.2%
- Passed out 10th From UP Board in 2018 Marks 68%

## Key Skills

- Search Engine Optimization (SEO)
- On-Page Optimization (keyword research, meta tags, content optimization, etc.)
- Off-Page Optimization (link building, social media marketing, guest blogging, etc.)
- Google Analytics and Google Search Console Technical SEO (website speed optimization, mobile optimization, schema markup, etc.)
- Content Optimization
- Data Analysis and Reporting
- Basic Social Media Marketing (SMM)

## Soft Skills

- Time Punctual
- Disciplined
- Hard Working
- Quiky Learner

## Work Experience

I have 1+ years of experience in Digital Marketing field like Search Engine Optimization (SEO) and Basic Social Media Marketing (SMM). I have worked on a wide range of Indian and USA Projects. My skills include conducting thorough keyword research, analyzing website performance metrics, creating and implementing comprehensive SEO plans, and staying ahead of algorithm updates to ensure continued success. I am also proficient in utilizing a variety of tools and technologies, such as Google Analytics, SEMrush, Ahrefs, and Moz.

➤ **YMATECH Professional Services Private Limited**

**Job Role:** Digital Marketing Executive Internship

**Duration:** From August 2022 to November 2022

- I do On Page and Off Page
- I do Social Media Optimization.
- I analyze performance on Google Search Console and Analytics

➤ **IZIDIGI Pvt. Ltd**

**Job Role:** SEO Executive

**Duration:** From November 2022 to Present

- On-Page Optimization (keyword research, meta tags, content optimization, etc.)
- Off-Page Optimization (link building, social media marketing, guest blogging, etc.)
- I analyze performance on Google Search Console.

## Freelance Project

➤ **The Window World Private Limited**

- Created Website - <http://thewindowworld.in/>
- I did ON Page SEO, OFF Page SEO, and Link Building for The Window World.
- Creating creative post content and uploading it on Social Media platforms like [FB](#) and [Instagram](#).
- I listed The Window World on Google Maps.

## Certificates

- Professional Digital Marketing Course from Hashtag Academy
- The Fundamentals of Digital Marketing from Google Digital Garage

## Personal Details

- **Name:** Aman Rathi
- **Father Name:** Mr. Pushpendra Kumar
- **Mother Name:** Mrs. Vandna Devi
- **Permanent Address:** Village- Saifabad, District – Bijnor (UP) 246749
- **Date of Brith:** 15/07/2001
- **Language:** Hindi | English

## Declaration

I hereby declare that all the information mentioned above is true and correct to the best of my knowledge.

Signature: **Aman Rathi**