# SANJEEV KUMAR

## SEO Analyst

+91-7291927870

ddaksh210@gmail.com

Delhi

## ABOUT ME

With a passion for constantly expanding my knowledge and the ability to thrive under pressure, I have cultivated a deep understanding of digital market research. This expertise allows me to develop effective ranking strategies that propel businesses to success in today's competitive landscape. As the digital world continues to evolve, I am committed to keeping up with the latest concepts and techniques, ensuring that my skills remain at the forefront of innovation.

## EDUCATION

**Sarvodaya Seh Siksha Vidyalaya**
2017 – 2018 CLASS 10th From CBSE Board

**Sarvodaya Seh Siksha Vidyalaya**
2019 – 2020 CLASS 12th From CBSE Board

**German Certificate 2020-2021**
Delhi university - Satyawati College

**German Diploma 2021-2022**
Delhi university - Satyawati College

**Bachelor of Commerce (Honours)**
Delhi university - Zakir Husain Delhi College
2020-2023

## SKILLS

- Keyword Research
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Site Audit
- Local SEO
- Create High-Quality Backlinks
- Blog Optimization
- Analyse Google Search Console
- Analyse Google Analytics
- Website Design in WordPress
- Basic Knowledge of HTML
- German Literacy
- Video Editing
- Canva

## CERTIFICATIONS

- Digital Marketing Advance
- German Language
- Advance Computer

## PROFESSIONAL EXPERIENCE

**Le Webexy Private Limited**
Internship in SEO

**Performdigi Monetize Private Limited**
SEO Executive + Social Media Management (July 2021 - July 2023)

**Suryasarees, Luckysbakery, Nirmalaya, Serverfacts, Art with lifestyle,valuesec, petsdaysout and many more.**

- Keyword research for E-commerce products and Blogs.
- Create a High-Quality Backlink for websites.
- Increase the DA (Domain Authority) and PA (Page Authority) of the websites.
- Analyze the Google Search Console and Analytics.
- Solve page errors like 404 and 405 on the website.
- Provide FAQs of the Products and Blogs.
- Redirect the Quora Traffic to the Website.
- Generate weekly and monthly reporting for all major metrics, goals tracking, and other search initiatives.
- Communication with team and management on project development, timelines, and results.
- Provide ranking strategies.
- Researched keywords relevant to the marketing efforts of clients.
- Create web stories of the Products and Blogs and Redirect the traffic to the websites.