

VIPRA RAWAT

SEO EXECUTIVE



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Dehradun, Uttarakhand, India

About Me

Results-driven digital marketer with 2 year of hands-on experience in devising and executing digital marketing strategies. Proficient in utilizing various digital platforms and tools to drive brand awareness, generate leads, and increase conversions. Strong communication skills with a passion for staying updated with the latest trends in digital marketing.

Experience

DSOM (March 2022 - Feb 2023)

DIGITAL MARKETING INTERN

Developed and implemented digital marketing strategies across various channels including social media, and search engines. Created engaging content for social media platforms.

Tour On Click (April 2023 - April 2024)

SEO EXECUTIVE

Detail-oriented and results-focused SEO Executive experience in planning, implementing, and optimizing search engine optimization strategies. Proficient in conducting keyword research, on-page optimization, and off-page link building techniques to improve website visibility and organic traffic. Executed PPC advertising campaigns on Google Ads and Facebook Ads.

Education

2019 - 2022

IMS Unison University

B.A English Honours

2022

Dsom

Digital Marketing Diploma

Skills

Content writing | Social media | Google Analytics | Google search console | SEmrush | Canva | Filmora |