

# RESUME

**Name** : Shabnam  
**Permanent Address** : Rz-211c TKD extn Kalkaji New Delhi-110019  
**Phone. no** : 7303434171  
**E-mail** : sabnam2002khan@gmail.com

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## **Career Objective**

Work with an organization which provides me the opportunity to improve my Skills and knowledge to grow along with the organizational objective or seeking an entry-level position to begin my career in a high-level professional environment.

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## **Educational Qualification**

Bachelor of Passed Diploma in Information Technology Enabled Services & Management.  
Integrated Institute of Technology, Dwarka Sector-9. (2019-2022)

This degree helps me to go deeper into the study of software development and Information technology.

Govt. Girls senior secondary school no-2 Delhi- 10th class passed with 64% overall Grade

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## **Work Experience**

### **Digital Marketing Executive (Internship)**

**Januskoncepts:** Learn all Digital Marketing skills in SEO and SMO, and grab deep knowledge to grow businesses digitally. Project I am handling: - Januskoncepts, & gkkediaandco

### **Junior SEO Executive (1 Year Experience)**

#### **Web Soft Technology**

Worked here and gained more knowledge of SEO to rank keywords in Google Search deeply & execute my strategies to increase business branding. Project I am handling: - websofttechnology, jobsdesk, & rgservotechnologies

### **SEO Executive**

#### **Web Mart India**

Currently working on 8 projects in the webmartindia (**webmartindia, balarkapeb, finespringindia, skbindustries, sikkaprecision, srspsulses, & kitchensink.co.in**). Getting their keywords rank in first page & second page of Google in the highly competitive niche, performing an audit of their website, pointing out any issues with the developers' coding, or making their website more mobile-friendly while improving its branding too.

## **Job Specific Skills**

- On Page SEO
- Off Page SEO
- Keyword Research
- Website Audit
- Link Building
- Profile Creation
- Knowledge of SEO Tools
- Quora
- Business Listing
- PDF, PPT Submission
- External/Internal Blog Submission
- Image/Infographic Submission

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## Expertise

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- Using Keywords Planner & Semrush or other platforms to perform detailed keyword research in order to identify & analyze current market trends.
- Developed & implemented digital marketing strategies which significantly increased the website's ranking & attract more potential customers to the website.
- Developed on-site body content, meta description and page titles in support of SEO strategies.
- Stayed up-to-date on evolving SEO trends, practices and guidelines.
- Knowledge of Tools like Semrush, seotooladda, screaming frog, word ai, indexification, moz, keyword revealer.
- Extensive Knowledge of Off-Page link-building techniques.

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## Skills

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- Open minded
- Project Management
- Creativity
- Leadership
- Active Listener
- Dedicated Team Player
- Multitasking
- Communication Skills
- Technical Skills

## Declaration

I hereby declare that all the particulars given above are true to the best of my current knowledge.

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**Date:**

**Place:**

**(Shabnam)**