

Asif Khan

DIGITAL MARKETING

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SUMMARY

I`m a creative, dedicated and insightful professional, offering my experience of success in the areas of Search Engine Optimization, Social Media, and Marketing Strategies. Have a good knowledge and skills for creating and writing advertisements, blog posts, social media, and web content. I`m passionate about my job and progressive role within a reputable, customer-focused digital marketing organization.

EDUCATION

Modi Institute of Technology and
Management
Bachelor's of Computer Applications

Graduating August 2020

EMPLOYMENT HISTORY

Emizen Tech Pvt. Ltd.
SEO EXECUTIVE

Jaipur, Rajasthan
February 2019 - Present

I'm a certified Digital Marketer who has trained from Quibus Trainings Institute. Presently I'm working in Emizen Tech Pvt. Ltd. situated in Jaipur as SEO Executive where I organize various projects and handle SEO for them. (both On-Page and Off-Page). I have presented an excellent performance for every task given to me and accomplished success in improving the rankings of keywords and great traffic for the projects in less time. I have done quality backlinking for the projects and gradually maintained the SMO to bring more traffic and conversions by delivering the right service to the right audience. Also operated Google Analytics and Webmasters to make a brilliant strategy for building and reserving conversion audience for the websites by understanding search queries and audience behavior.

The experience listed:

- Hands-on SemRush
- Google Adwords
- Social Media Marketing (Paid and organic)
- Article Writing
- Testimonials
- Content Writing
- Tumblr, Pinterest, Scoopit
- Canva (Used for SMO)
- Google Analytics
- Webmasters

Coreapps Tech

December 2018 - January 2019

SEO EXECUTIVE

SEO and Backhand Handling I have worked as an intern at Coreapps Tech on a project Tripxperia.com and has a responsibility of customization of the website backhand and done SEO for the website. Tripxperia is a travel website where my work is to write content, meta descriptions, find the high volume and useful keywords for the website, uploading and managing travel packages and helps in successfully ranking 2 and 3 travel packages in top 10 results.

Quibus Trainings

Jaipur, Rajasthan

SEO Executive

July 2018 - October 2018

From Quibus Trainings I've learned Digital Marketing. I have worked and understand both On-Page and Off-Page SEO and how it works, and also implemented it on a website. Have also run paid ads on Facebook and Instagram successfully to experience all the deep marketing strategies and making a well-defined audience. Worked on various projects and wrote blogs for websites.

PROFESSIONAL SKILLS

Search Engine Optimization
Word Press
SMO
SMM
Excel
Search Engine Marketing

LANGUAGES

English	Conversational
Hindi	Conversational