

# Abhishek Kumar Singh

A DIGITAL MARKETER

## MY CONTACTS

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Barrackpore, Kolkata, West Bengal, India

## MY SKILLS

- **SEO** : On-page & Off-page
- **Meta Ads** : Reach, Brand Awareness, Engagement, Lead, Message, Conversion
- **Google Ads**: Call Lead, Website Traffic, Video Ad
- **WordPress** : Elementor, Divi, HTML, CSS, Kadence Gutenberg
- **Languages** : English, Hindi, Bengali

## MY STRENGTHS

- (SEO & Meta Ads)
- Content Optimization
- Topical Content Mapping
- Strategic Interlinking

## OBJECTIVE:

“Seeking A Challenging and Progressive career that will give me an Opportunity to enhance my IT skills, decision making skills and managerial skills through continuous learning to achieve Organizational Goals.”

## EXPERIENCE

### RATEVIEWER TECHNOLOGIES PVT. LTD.

As a Sr. SEO Executive | Aug 2023 - Dec 2023

Strategy, Planning & Execution of SEO FOR Babusiya Portal

### SPEAKING MIRROR

As a Sr. SEO Executive | Nov 2021 - Apr2023

- Responsible for the On-page & Off-page SEO Activities
- Facebook Ads Managing like - Post Boost, Lead Generation, Page Like Campaign, Brand Awareness, Video View Ads, Conversion Ads.
- Google Ads - Call Campaign, Traffic Campaign, Video Promotion,

### EXPRO LAB

As a Sr. SEO EXECUTIVE | Feb 2020- Nov 2021

- Responsibility: - SEO (On-page &Off-page) all activity, Making article SEO friendly, Facebook Schedule Posting.

### AKV BRIGHT SOLUTIONS

As a SEO EXECUTIVE | Feb 2018- Oct 2019

- Responsibility: - On-page activity like - Site audit, Competitor analysis, Keyword research & optimization.
- Off-page activity like – Searching for relevant backlinks, and creating backlinks on targeted Keywords.

## ACADEMIC QUALIFICATION

Graduation (Arts) From RGSN College, Kolkata (Barasat University)

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## OTHER TOOLS

- PageSpeed Insights,
- GTmetrix.com
- Keyword Surfer,
- Google Tag Manager
- Ahrefs,
- SEMRush,
- Ubersuggest
- ChatGPT
- Gemini

## PROFESSIONAL COURSE

Seven Boats Info-System Pvt. Ltd | [www.7boats.com](http://www.7boats.com)

- Certification in Complete Digital Marketing Course

iT Training Course Delhi | [www.ittrainingcoursedelhi.in](http://www.ittrainingcoursedelhi.in)

- Certification in Complete PPC Course

## TOOLS USED BY ME

**Google Search Console, Bing Webmaster**

- Better understanding of Google Search Console to analyze and improve site performance, behavior & flaws

**Google Analytics, Yandex Analytics, Microsoft Clarity**

- Understanding & Analyzing the data, user behavior, demographics, & Implementation of Goal Setting.

**Rank Math and Yoast -SEO Plugin**

- I've used both Rank Math & Yoast plugin for seo optimization in wordpress.