

ASHISH KHAN

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OBJECTIVE

With over two years of SEO expertise, I'm driven by a passion for using digital strategies to create meaningful connections. Goodfellow's mission to bridge generations through friendship deeply resonates with me. I'm excited to contribute by boosting their online visibility, making it easier for more people to connect with this heartwarming initiative. With strong skills in on-page, off-page, and technical SEO, paired with tools like SEMrush and Google Analytics, I'm ready to help Goodfellow expand its reach and impact.

EXPERIENCE

- MMT INSTITUTE Bhopal** **06/2022 - 06/2023**
SEO intern
-Assisted in the execution of SEO strategies, focusing on content optimization, backlink building, and SEO audits. v Bhopal

-Gained hands-on experience with SEO tools to track keyword performance, identify SEO opportunities, and enhance client websites.

- Worked closely with senior SEO specialists to implement technical fixes and improve website performance
- ITS Gwalior institute and company of Digital Marketing** **08/2023 - 07/2024**
SEO Expert
-Spearheaded on-page, off-page, and technical SEO initiatives to improve client website rankings and organic traffic.

- Conducted comprehensive keyword research, analyzed competitor strategies, and implemented effective SEO plans.

-Increased website performance through content optimization, backlink acquisition, and technical SEO fixes.

EDUCATION

- JIWAJI UNIVERSITY** **2024**
B.com (honours), MLB arts and commerce college
B
- ITC COMPUTER LEARNING GROUP** **2023**
Diploma in computer application
A+

SKILLS

- Keywords research
- On-page & Off-page SEO
- Technical SEO
- CMS like on WordPress websites
- Google ads
- Google analytics
- SEM rush
- SERanking
- Moz

- HTML & CSS
- Ahref
- Ms office
- Time management
- Problem solving skills

INTERESTS

- Traveling
- Blogging
- Sports

CERTIFICATE

- **Great Learning**
Digital marketing course
- **Coursera**
Search engine optimisation (SEO) With Squarespace
- **Coursera**
Google ads course

FAMILIARITY WITH SEO PLUGINS

- Yoast
- All in One SEO