

Vijay Yadav

Digital Marketer

I am a Digital marketer having 2.5 years of professional experience in SEO

Experience

2021-J- Present

Digital Marketing Executive : Digital marketing

Trident Global Services, Sygnius Digital Pvt.Ltd, Editvo Pvt.Ltd. Lock Your Trip.

Key Responsibility:

- Develop and execute digital marketing campaigns
- Analyze and report on campaign performance
- Conduct market research and competitor analysis
- Develop and maintain relationships with key stakeholders
- Stay up-to-date with digital marketing trends and technologies
- Collaborate with cross-functional teams on projects
- Create and curate engaging and relevant content
- Manage digital advertising budgets and strategies.
- Maintain and update website and social media platforms

SEO achievements:

- Handling Off-page Optimization and On-page.
- Complete Website Analysis Report for On-page Optimization.
- Blogs, Article, Guest Post, and Creating High Quality Backlinks.
- Competitor Analysis
- Free Guest Posting.
- Good Knowledge of Wordpress.
- Google analytics, Google Search Console, & Google Tag manager
- Paid Tool, SEMRUSH
- Keywords Research, Keyword planner
- Monthly Work Report

Key achievements:

Conducted market research and competitor analysis, resulting in development of unique and effective marketing strategies.

Developed and executed successful re-branding initiatives, resulting in increase in brand recognition and awareness.

Education

Personal Information

Address

Laxmi Nagar

- Date of Birth: 07/July/1997
- Father's Name: - Late Mr.Rajendra

Phone - 6393785730

E-mail-

yashyadav014@gmail.com

Linked-In Profile-

www.linkedin.com/in/yash-yadav-680276236/

Technical Skills

- Microsoft Power Point- Good
- Microsoft Word- Good
- Microsoft Excel- Good
- WordPress
- Canva, SEMRUSH
- Google Search Console
- Google Analytics & GA4
- Google Tag Manager – Good

Language Known

- English- Read/Write/ Speak
- Hindi- Read/Write/Speak

Personality Traits:

Pleasant, Conscious, Good Interpersonal Relationship, Hard Working, Flexible & Always Ready to Work in Challenging and Dynamic Environment.

Academy	Standard	Board	Year	Percentage
Bundel Khand, University	MBA (Business Management) HR		Pursuing	
CSJM University, Kanpur	BSC	UP	2013-2016	55%
St. Umar Inter, College	12th	UP	2012-2013	70%
St. Umar Inter, College	10th	UP	2010-2011	52%

Training

- Completed Advanced Digital marketing course from ducat India.