**RAJAN KUMAR**

Phase 5, Mohali, Chandigarh

Contact No. : +917710398316

Email Id: [rajan27kumar93@gmail.com](mailto:rajan27kumar93@gmail.com)

**JOB OBJECTIVE**

Multi-skilled Engineering Professional in Computer Science field. Seeking a responsible post with an opportunity for professional challenge and growth to support and enhance co-operative objectives of the company.

**EDUCATIONAL QUALIFICATION**

* M.C.A from Chandigarh Group of College Landran 2016.
* BCA from H.P. University Shimla 2013.

**CAREER EXPOSURE**

**Newforce Global Services Ltd: Digital Marketing /Sr SEO Analyst from January 2020 till date**

**I am currently working in Sr. SEO analyst as a Team Lead**

* Facebook ads/SMM/SMO/PPC basic /Google Adwords/Keyword Analysis/
* On Page, Off Page, Backlinking, Sitemap Submission, Robots.txt, Local SEO, Citation Building, Web Directory Submission, Do-follow Links Submission etc.
* Classifieds Ads, Press release, Social Bookmarking, Forum Posting, Article Submission etc.

**Webomaze Technologies Pvt Ltd: Digital Marketing /Sr SEO Analyst from** 2016 to jan 2020

**I am currently working in Sr. SEO analyst as a Team Lead**

* + SEO (Search Engine Optimization)
  + SMO/PPC basic /Google Adwords/Keyword Analysis
  + On Page, Off Page, Backlinking, Sitemap Submission, Robots.txt, Local SEO, Citation Building, Web Directory Submission, Do-follow Links Submission etc.
  + Classifieds Ads, Press release, Social Bookmarking, Forum Posting, Article Submission etc.

**WORKING EXPERIENCE**

* **More than 4**+ Experience in, SEO, SMO, SMM, Facebook Ads, Google Webmaster tools, Keyword Planner
* Good skills for team handling

**SEO EXPERIENCE:**

**ON- Page SEO service:**

* Keyword Analysis
* Competitors Analysis
* Title & Meta Tags creation
* Use Alt Attributes, Content Optimization (Keyword Density, H1, H2, H3...)
* Internal Linking of web-pages
* Sitemap, Robots.txt
* New Page Creation
* Google bing webmaster tools set up & validation

**OFF Page SEO with link-building service:**

* High PR Profile Link Building
* Article Submission
* Citation Building
* Web 2.0 Submission
* Press Release
* Search Engine Submissions
* Directory Submission
* Social Bookmarking
* Visual Media
* Blog Commenting(Related)
* Forum posting
* Business Listing
* Video & Slide Sharing

**Expert in SEO**

Managed on-site and off-site SEO for all company clients thus advancing front page organic and Google map rankings in a timely manner usually between 1-2 month per keyword.

Handled client relations with assigned clients providing feedback, reports and updates weekly

Evaluated websites based on technical factors, on-page analysis, and backlink profiles to summarize the current SEO strength of the site.

**TECHNICAL SKILLS**

* **Operating Systems:** Windows 10, Windows 8, Window 7.
* **Web Technologies:**  HTML, CSS, PHP, Database.
* **Productivity:** Microsoft Word, PowerPoint, Excel and Software Installation.

**LANGUAGE KNOWN**

* Hindi, English.

**STRENGTHS**

* Flexible with conditions.
* Stability
* Good team leader and team contributor.
* Positive attitude.
* Ready to face challenges.
* Always keen to learn something new.

**PERSONAL PROFILE:**

* Father Name : Sh. Nirdosh Kumar
* Date of birth : 27June 1993
* Sex : Male
* Languages : Hindi, English

**DECLARATION**

I RAJAN KUAMR certify that the information and facts mentioned above are true to the best of my knowledge and belief.

**Date:**

**Signature:**