
APURVA GIRISH DAOO

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Objective

Seeking a challenging position in the field of digital marketing so as to utilize my skills for the organization and individual growth and be associated with an organization where people are motivated to work out the things in an Innovative manner and to become a part of the profit earning activities of the company.

Work Experience: -

1. Completed 1.5 Months of internship at Entrepreneurs café.
2. Worked as a Content Writer/ SEO Executive at Cobrew Café, Nagpur for 2 months.
3. Currently working as a DM Associate Consultant at Innovinc Services, Nagpur since May 2018.

Duties and Responsibilities:

- Performing on page and off page optimization.
- Analysis of Client's Website, Competitor Analysis and Keywords Analysis.
- Back Link Building Activities: Article Submission, Press Release submission, Blog Optimization/Submission/Commenting, Local business listing, Classified Submission, Social Bookmarking and Profile Creation, attain relevant and high quality links.
- Content Writing and Optimization – Developing search engine friendly content for website, landing pages for paid promotions, & Article/ Blog writing.
- Involving in selecting specific words and key phrases in content for which the site or individual/landing pages–should be optimized.
- Content curation for posting creatives on social media channels.
- Optimization of websites to increase traffic & identify internal linking opportunities.
- Keep abreast with latest search engine updates.
- Schema code creation for website, blog.
- Assisted team in creating and managing Facebook Paid Campaigns & Google Adword campaigns.

Recent Content writing Project:

- Innovinc Services : <http://innovinc-services.com/>
- Shalinitai Meghe Superspeciality Centre : <https://smschospital.com/>
- Rajiv Gandhi College of Engineering and Research (Home page) : <https://rgcer.edu.in/>
- Yeshwantrao Chavan College of Engineering (Home page) : <https://www.ycce.edu/>
- Web pages [Website pages, landing pages for PPC].
- 100+ Article, Blogs written for various domains [Education, Coaching Classes, and Hospital] on varied topics.
- Content editing and writing for in house Magazine: 'Meghwani' – 3 Editions.

Training & Certificates

- Training for Digital Marketing done at Techieweb Solutions, Nagpur.
- Basic knowledge of HTML.
- Certificate course on C Language Programming.
- Certificate course in SQL [DBMS].
- Basic knowledge of Adobe Photoshop and Corel Draw.
- Certification Course Completed on Ultimate Web Content Writing Masterclass.

Education:

Qualification	Institution	Year of passing	Percentage received
B.E. (E&TC)	Cummins College of Engineering for Women, Nagpur	2016	55.64%.
HSC	L.A.D. College	2011	60.17%
SSC	Tip Top Convent	2009	87.38%

Final year Project for B.E.: Automatic Location Finder Blind Stick

Objective: To develop a system to help blind people so that they are able to walk in unknown surroundings with the help of the designed stick.

Strengths

- Hardworking.
- Patience.
- Decent communication Skills.

Personal details

- Date of Birth: 18/06/1993.
- Gender: Female
- Languages known: English, Hindi, Marathi.
- Nationality: Indian

Declaration

I hereby declare that all the details given above are true to the best of my knowledge and belief.

Place: Nagpur.

(Apurva Girish Daoo)