Avinash Choudhary

SEO SPECIALIST

A trained digital marketing enthusiast , great learner and a good team player.

✉ digitalavinkx@gmail.com

📱 8210516253

📍 Darbhanga

📅 20 January, 1996

🌐 motosutra.in/

in linkedin.com/in/avinkx

SKILLS

SEO   Link building

Keyword Research

E-commerce SEO

Technical SEO

Wordpress

Content optimization

Competitor research

Moz Pro   SemRush

Google Search Console

Google adwords

LANGUAGES

English
Professional Working Proficiency

Hindi
Native or Bilingual Proficiency

INTERESTS

Football

Mindfulness   Fitness

EDUCATION

B.Tech- Computer Science and Engineering.
Hindustan institute of technology and science
07/2015 - 07/2019   *Chennai*

Higher Secondary(12th)
Kendriya Vidyalaya Namkum
08/2012 - 03/2014   *Ranchi*

WORK EXPERIENCE

SEO Analyst Intern
Champu.in(Astha Inc)
06/2020 - Present   *New Delhi*
Champu.in is an apparel brand available exclusively online

Achievements/Tasks
- Developed high authority links and Increased Moz DA to 30 ,and Ahrefs DR to 14.
- Designed Keyword Plan using competitive research and tools like SemRush.
- Increased Organic Traffic by creating Product pages,and implementing effective Meta tags and content.
- Kept a record of review websites and fixed google my business reviews.
- Generated monthly reports of Keyword tracking, link tracking, and Traffic.
- Optimized blog Wordpress website by fixing technical and on-page issues.

CERTIFICATES

Masters in Digital Marketing (2020)
Digital Academy 360

Google Ads (2020)

SemRush SEO certification (2020)

Google Analytics (2020)

PERSONAL PROJECTS

Link Building (08/2020 - Present)
- Link Building for Motosutra.in

Chatbot using NLU (2019)
- Headshot named chat-bot which predicts headache

ACHIEVEMENTS

Disaster Management , Health and community care (2017)
INDIAN RED CROSS SOCIETY , Kancheepuram