

# Curriculum Vitae (CV)

**Current Address:**

#126 Vill. Barout  
Kaithal, Haryana

**Name :** Rajesh Kaushik

**Mobile:** +91 95413 - 44998

**Email :** rajeshkaushik421@gmail.com

**Career Objective:**

Looking out for a job in the SEO field with a competitive environment that offers me the opportunity to exploit my interpersonal and intellectual skills and experience to the maximum potential for the growth of myself as well as of the concern where I get such a chance.

**Professional Profile:**

Qualified SEO & SEM professional with solid experience in developing SEO and SEM campaigns, analytics, SE rankings monitoring, keyword research, site auditing methods, social media optimization and link building. A clear communicator with a background in account management and marketing, I am passionate about optimizing websites to achieve business goals and have a talent for improving organic SE rankings through research and analysis.

**Academic Qualification:**

**B.A** from KUK.

**12th** passed from HSEB.

**10th** passed from HSEB.

**IT Skills / Knowledge:**

**Software:** Dreamweaver, MS Office, WinSCP etc.

**Operating System:** Windows XP/98/2007 /Vista/  
7/10, Ubuntu 12.10.

**Internet:** Internet Marketing, Surfing, SEO, PPC.

**Experience Outline:****Current**

**Company:** Education Abroad Pvt. Ltd. [Chandigarh]

**Position:** Digital Marketing Manager

**From:** April 2019 - November 2020

**Company:** Webcom System Pvt. Ltd. [Chandigarh]

**Position:** SEO Executive

**From:** Oct 2017 - March 2019

## **Past**

**Company:** KindleBit Solutions Pvt. Ltd. [IT Park, Chandigarh]

**Position:** SEO Executive

**From:** 12<sup>th</sup> Dec 2016 to Sep 2017 [10 Months]

**Company:** Key Software Services Pvt. Ltd [Kurukshetra]

**Position:** SEO Executive

**From:** 10<sup>th</sup> Apr 2015 to Oct 2016 [1.6 Years]

## **Roles & Responsibilities:**

- Understanding the Client's marketing objectives and fully analyzing their online sector and competitors.
- Creating proposals and provide best possible solutions for client's requirement with some value added (if possible)
- Define project timeline and expected results.
- Creating complete Search Engine Marketing strategy for In-House Projects and company client projects, taking into consideration the marketing objectives, current positioning in their online sector, usability and design issues, and any technological constraints they may have.
- Implementation of my SEO/SEM strategies, involving: building web pages.

## **My Work Profile:**

### **Keyword Research:**

Researching the best keywords using tools like Google AdWords, with less competition and high search volume for high Ranking of websites.

### **On-Page Optimization:**

Broken link check, Website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content optimization, ALT tag for images, Google Webmaster Tool and Google Analytical Tool Code Installation, Etc.

### **Off Page Optimization:**

Search Engines Submission (Google, Yahoo, Bing, Etc.), Classified Posting, Article submission, Social Bookmarking, Blog Submission (blogger.com, wordpress.com, livejournal.com, Etc.), Form Submission, Link Exchange (With Website Related Sites), Bing Places, Google Places, Google Webmaster Tool, Google Analytical Tool, Link Wheel, Competitor Watch.

So many other things like (page rank checker, Meta tag analysis, density check, Alexa rank Check and increase Alexa ranking etc.)

**SEO Tools:**

SEM Rush, Raven Aggregator, SEO Profiler, Open Site Explorer, Ahrefs, Majestic SEO, etc.

**Other Basic Skills:**

Html, CSS, Media Query, Bootstrap, Photoshop.

PPC, Google AdWords, Bing AdWords, Facebook Ads etc.

Wordpress.com, Wordpress.org, Blogspot.com

**PERSONAL INFORMATION:**

**Father's Name:** Sh. Narsi Ram

**Date of Birth:** 21 April 1990

**Marital Status:** Married

**Hobbies:** Internet Surfing, Online Reading, Playing with children and Exercising.

**Language:** English, Punjabi & Hindi.

**Permanent Address:** #126, Village- Barout, Kaithal

**Place -** PanchKula

**Date –** 22<sup>nd</sup> Nov 2020

(Rajesh Kaushik)