CURRICULAM VITAE

Name: Rashmi Mehla

V.P.O-Jadola, Distt.-Kaithal, State-Haryana Contact: 8295299718

Email id: rashmi.mehla94@gmail.com

**Career Objective:**

To work in a professional environment, which provides potential learning prospectus & growth where I can contribute and learn to best of my capabilities.

# Academic Qualification:

|  |  |  |  |
| --- | --- | --- | --- |
| **Class** | **Board / University** | **Year of Passing** | **Percentage** |
| ***M.com*** | *Kurukshetra University* | 2018 | 65.3% |
| ***B.com*** | *Kurukshetra University* | 2015 | 62% |
| ***XII*** | *H.B.S.E Board* | 2012 | 76% |
| ***X*** | *H.B.S.EBoard* | 2010 | 75.4% |

**Professional Experience:**

## Internship :

* Company Name: Digital Marketing Professionals, Rohini ( New Delhi)
* Duration: from last 6 months
* Designation: Digital Marketing Executive

## Recent Work:

* Recently working in HDFC Bank as a B.S.O (Branch Sales Officer) from Nov. 2019

# Computer Skills:

* General : Microsoft word , power point
* Project : Fashioninstahub ( my own project or website)
* Operating System : Windows XP , Windows 7
* SEO Tool : Google Analytics , Web Master Tool

## OFF Page :

Article Submission, Blog Comment, Social Bookmarking, Social Media Promotion, Classified, Business Listing, PPT Creation, Video Creation, Infographic Creation, Keyword Competition etc.

## On Page :

* Website analysis
* XML & HTML Sitemap implementation
* Implement Robots.txt
* Creating sitemap.xml
* Writing Meta Tags & Descriptions
* Optimized Meta Tags & Descriptions
* URL Mapping According targeted Keyword
* Internal Linking
* Implement Alt Tag according targeted Keyword
* Keyword Research and Analysis
* Website and Competitor Analysis
* ORM (Online Reputation Management)

## Social Media Optimization:

* Facebook
* Twitter
* LinkedIn
* Google plus

# Special Interests:

* Internet surfing
* Social work

# Personal Details:

**Name :** Rashmi Mehla

**Date of Birth :** 22.07.1994

**Father’s Name :** Shri Subhashchander Mehla

**Permanent Address :** Haryana (HR)

**Email address :** rashmi.mehla94@gmail.com

# Declaration:

I hereby affirm that all the details provided above are true to the best of my knowledge.

**Place : Kurukshetra**