



Er. Naresh Prajapat

SEO EXECUTIVE

My Contact

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Soft Skill

- Programming Languages: C, C++, HTML, CSS
- Digital Marketing: (Social Media Marketing, PPC, SMO, SMM), Keyword Research, SEO Audit and Report, Backlinks.
- Facebook Pixel: Targeted Audience Digital Marketing.
- SEO Tools Knowledge: Google Webmaster Console, Facebook Pixel, Google Analytical, Adobe Analytics, Google Tags Manager, Rich Snippets (Data Structure) etc.
- Mail Marketing
- SEO Audit Tools: Ahrefs, SEOSemrush, SEOPProfiler,

Education Background

- Jodhpur Institute of Engineering and Technology

Completed in 2020
B.tech in Information Technology

- University Business School, Panjab University

HMRD Swayam Certificate in
Digital Marketing

Completed in Jul 2019 – Oct 2019

Professional Experience

Coozmoo Digital Solutions LLP

March 2024 – Oct 2024

I worked as **SEO Executive** at **Coozmoo Digital Solutions LLP**, a digital marketing services-based company. Coozmoo Digital Solutions specializes in providing digital marketing services to clients worldwide. It's an innovative technology venture that focuses on enhancing businesses' interactions with digital solutions in today's rapidly evolving tech landscape.

Key responsibilities:

- OnPage SEO (Technical SEO)
- OffPage SEO (Backlinks)
- Project Management and team handling
- Handling multi-language websites of SEO
- Keyword Research Based on High Search Volume and Keyword Difficulty with Keyword Golden Rules.
- SEO Audit Report
- Performing audits, researching and analyzing blog ideas, suggesting content team for quality content creation, optimizing existing blogs post and pages, etc.
- Optimizing web pages as per algorithm changes
- Checking ranking, and keyword downfall from search console, and analytics and working accordingly
- Analyzing ranking changes weekly and monthly basis
- Handling and assigning team weekly and monthly tasks and monitoring

Microlent Systems

Sept 2022 – Aug 2023

Key responsibilities:

- OnPage SEO
- Off Page SEO
- Technical SEO

JIET Jodhpur

2019 – 2021

Key responsibilities:

- Digital Marketing and Email Marketing
- Website Management

Certifications

- Online Training at Swayam MHRD, in Digital Marketing Course Where I have learned the Digital Marketing. Completed in 2019
- Unlock Digital Certificate by Google Online Training as a Learner at Google, in Unlock Digital Where I have learned the Basics of Digital Marketing.