

AKASH CHAUHAN

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SUMMARY

Digital Marketing Executive with 2.5 years of hands-on experience in SEO, Social Media Marketing, Website Management, Lead Generation, and AI-based Content Creation. Skilled in improving online visibility, generating quality backlinks, managing WordPress websites, and creating high-converting digital campaigns for multiple industries including solar energy, travel, and local businesses. Experienced in using modern marketing tools, Google Workspace, Canva, and AI platforms for content, video, and branding solutions. Strong understanding of search engine optimization, website performance, and client communication with a focus on delivering measurable business growth.

WORK EXPERIENCE

Digital Marketing Executive

Jan 2023 – Present

- Managed SEO activities including On-Page SEO, Off-Page SEO, keyword research, and backlink creation for multiple client websites.
- Handled WordPress website management, theme customization, plugin setup, and basic technical issue fixing.
- Created and optimized social media marketing campaigns to improve brand visibility and lead generation.
- Designed banners, company profiles, promotional creatives, and marketing materials using Canva and AI tools.
- Generated AI-based promotional videos and content for digital marketing campaigns.
- Worked on Google Workspace setup, DNS configuration, SPF/DKIM records, and website hosting management.
- Improved website rankings and organic traffic through strategic SEO implementation and regular optimization.
- Coordinated with clients to understand business goals and deliver customized digital marketing solutions.

Working Current Company

S.S. Solar Energy (P) Ltd

EDUCATION

Bachelor of Arts
C.C.S University, Meerut

- bachelor of arts

Jan 20219 - Feb 2022

Diploma
Delhi Institute Of Digital Marketing

- Masters Course

June 2022 - Dec 2022

KEY SKILLS

- SEO
- Website Design
- Canva
- Google Flow
- Meta Ads
- Google Ads
- Social Media