



# MD HASSNAIN FARIDY

DIGITAL MARKETING/SEO

## CONTACT

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## PROFILE

To build my professional career with an organization where I could utilize my practical knowledge and skills to achieve the goal of the organization and provide innovative ideas for the continuous growth and development

## EXPERIENCE

### DIGITAL MARKETING EXECUTIVE & SEO EXECUTIVE

MUSCLE & STRENGTH| MARCH 2020 - TILL NOW

- Develop and manage digital marketing campaigns.
- Manage organization's website.
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, LinkedIn etc.
- Track the website traffic flow and provide internal reports regularly.
- Fix any error in online content and arrange webinars and webcasts
- Attend networking events and product launches.
- Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
- Work on SEO of the website pages.
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
- Conducting on-site and off-site analysis of web SEO competition.
- Using Google Analytics to conduct performance reports regularly.
- Creating high-quality SEO content. Assisting with blog content.
- Leading keyword research and optimization of content
- .Keeping up-to-date with developments in SEM.

## **DIGITAL MARKETING EXECUTIVE**

THE SWISS VILLAGE RESORT | DEC 2017 - NOV-2019

- Managed social media accounts and created social media for daily postings
- Increased social media following and clicks.
- Manage organization's website.
- Promote company's product and services in the digital space.
- Manage organization's website
- Track the website traffic flow and provide internal reports regularly.
- Manage Google analytics.
- Manage Google Search Console.
- Work on SEO of the website pages.
- Develop and manage digital marketing campaigns.
- Plan and manage our social media platforms.
- Coordinate with advertising and media experts to improve marketing results.

## **SEO EXECUTIVE**

SUPPORT STORE INC | APR 2016 -DEC -2017

- On-page,Meta Tag,Title tag,page content optimization,
- XML sitemap creation & submission,Robot file creation & submission.
- Off-Page,Directory submissions,Blog Creation & Posting,Social Bookmarking,Business Profile listing
- Video Submission,
- Create Social media page for clients,
- Content sharing on social media.
- Keyword research.
- Manage Google Search Console.

## **WEB DESIGNER**

PREMIUM PC SOLUTION PVT LTD | MARCH 2015-MARCH  
-2016

- Design and Develop user friendly website.
- Editing & Design with designing team in the company to build perfect web designs.
- Modifying and making changes according to client's requirements.
- Checking for errors and de-bugging websites.
- Working closely with web designers and programmers to produce the website.
- Creating websites/a website using standard HTML/CSS
- Testing and improving the design of the website.
- Designing visual imagery for websites and ensuring that they are in line with branding for clients.
- producing sample sites.
- meeting with clients to discuss requirements and/or project progress.
- creating products that are user-friendly, effective and appealing.
- digital retouching and image editing.

## **EDUCATION**

### **BACHELOR OF COMPUTER APPLICATION**

SIKKIM MANIPAL UNIVERSITY| 2009 - 2012

### **INTERMEDIATE IN SCIENCE**

GANDHI INTER SCHOOL NAWADA -BIHAR | 2006 -2008

### **10TH**

SRI SATYENDRA NARAYAN HIGH SCHOOL-NAWADA-BIHAR |  
2005

## SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Copy writing
- Web designing.
- Social media marketing
- Email marketing.
- Google Web Master Tool.
- Web Hosting.
- Adobe Photoshop.
- MS Office
- HTML,HTML5
- CSS,CSS3
- Bootstrap
- Social Media Marketing
- SMO
- Off PageSEO
- ON Page SEO
- Link Building
- Facebook Ad
- Twitter Ad
- LinkedIn Ad
- Website Analytics Tools
- Content Marketing
- Keyword Research.
- Competitors Research.
- Google Search Console.
- Google Tag Manager.

## PERSONAL

- Date of Birth  
25/01/1990
- Sex Male
- Nationality Indian
- Marital Status
- Single
- Languages Known
- English,Hindi,Urdu

## DECLARATION

I hereby declare that statements made above are completely true and correct to the best of My knowledge and belief.

DATE:

PLACE:

Md Hassnain Faridy