

# K Ismail

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## Junior Digital Marketing Executive | VIP ALUFORM | May 2021 to Aug 2022

I have done Article submissions, Quora submissions, classified ads, directory submissions, profile creation, image submissions, video submissions, and generating traffic to the website. Handled Social media platforms of the company MKR industrial automation Pvt Ltd & VIPALUFORM. Increasing number of followers, Likes, Comments. Engaging Audience on Social media platforms. Posting Content on Facebook, LinkedIn, Twitter, Youtube, Instagram, Pinterest. Sharing Page posts on Facebook and LinkedIn Groups.

## Digital Marketing Specialist | VNMS Properties Pvt Ltd | SEP 2022 to DEC 2022

I worked on SEO for ranking keywords for the company website. I have done Off page activities like Directory submissions, Classified ads, Social Bookmarking, Profile Creation, Competitors backlinks building, etc. Doing Posters for Social media platforms, Running Ad Campaigns for Facebook. Maintaining Online Presence on major social media platforms. Managing Paid Portals in Real Estate like Magic bricks, Housing, Commonfloor. Posting of Job Openings on Various Online Portals.

## SEO Executive | Growth99 | APR 2023

Working on Daily SEO tasks for various Medspa clients of United States and update under Basecamp application.

- Install Rank Math Plugin and Setup
- Add Site Title and Tagline
- Verify existing website all the pages are present in new site
- Match the URLs of Dev site with the Existing Site
- Plagiarism Check
- Title, H1 and Description Creation and update
- Check Pages with dummy content
- Checking custom 404 page
- Check for Duplicate Pages
- Knowledge Graph
- Optimize the Search Appearance (Yoast)
- Add Blog page to Menu
- SEO- Match URL, Page Heading and Content

- Add Image File Name
- Pre Release OverView - Video
- Test Favicon
- List out the 1 Mb or more size images
- URL Friendly Test Note
- Add alt text to all the Images
- Write Headings for all the pages Note
- Web Pages Word Count Note
- Preparation of work Report and Send to client Note
- Cross check On Page Optimization Work

### **SKILLS -**

Search Engine Optimization (SEO), Social Media Management(SMM), Search Engine Marketing (SEM), Google Analytics

### **DIGITAL MARKETING TOOLS -**

Ubersuggest, Ahrefs, MOZ, Google Keyword Planner, Google Trends, Google Analytics, SEMrush, Google Search Console, Grammarly, Canva,etc,.

### **EDUCATION -**

Master's Degree: PG diploma in digital marketing strategies - Amity future academy, 2019-20 Bachelor's Degree: B PHARMACY, Raghavendra pharmacy college all with First Class.