

# 3 Months Practical Experience in SEO, Content Writing, Social Media Marketing, Landing Page Building, WordPress, Google Analytics, Advertising (Google & Facebook Ads) as Intern and Trainee

## **BHARAT JAIN**

Ladhulal Jain Marg, Daliganj

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## Career Objective:

- To work for an enterprise with great ethics and excellent work environment
- To be a punctual, obedient & quick learner
- To be a consistent learner and remain obedient to my seniors

## Internship Experience- Duration: Sep 2020 to present date

- ❖ **Designation:** Intern & Trainee
- ❖ **Company:** Alok Academy of Digital Marketing Education

## Roles & Responsibilities

### YouTube SEO

- Link Building for YouTube Video
- Increasing Views of the Video
- Generating Leads for the Business through videos
- Writing Optimized Description, tags, & designing thumbnails

Sl. No	Keywords Worked	Ranking
1	Digital Marketing Internship	SERP 1
2	Copywriting Course in Hindi	SERP 1
3	How to Sell Digital Marketing Services	SERP 1

## Search Engine Optimization

- Routine site audit
- Site improvement and error rectification- Google search console
- Content Calendar & Writing blogs
- Keyword analysis with Google Keyword Planner
- Maintaining On-page SEO
- Off-page SEO- Guest Posting, Web 2.0 Posting and Forum Posting
- Monthly report on Keyword rankings and overall site performance- Google Analytics

Sl. No	Keywords Worked	Ranking
1	Digital Marketing Salary 2021	Google SERP 1
2	Digital Marketing for Ayurvedic Products	Google SERP 1

## Facebook Ads

- Project Lead Generation for Real Estate Client from Bangalore
- Ad Copy Creation
- FB Lead Generation Campaign Setup
- Split Testing of Ads

### Campaign Result Snapshot (CPL: 28 RS INR)

Campaign name	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent
Lead Generation for real estate	Using ad s...	Using ad ...	11 On-Faceboo...	2,654	3,475	₹28.72 Per on-Facebo...	₹315.93
<a href="#">Results from 1 campaign</a>			11 On-Facebook ...	2,654 People	3,475 Total	₹28.72 Per on-Facebook...	₹315.93 Total Spent

## Google Ads

- Search Ads Campaign for Education Client
- Ad Group Keywords Grouping
- Ad Copy Creation
- Landing Page Content Writing
- Split Testing of Ads

### Campaign Result Snapshot (CPC: 66 RS INR & CTR 2.39%)

Search Bangalore HSR	₹1,000.00/...	Limited	by	41.6%	Search	4,358	104 clicks	2.39%	₹66.01	₹6,864...
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## Tools

- WordPress
- Google Analytics
- Ubersuggest
- Google Ads
- Backlink Checker
- Canva
- Moz
- Mailchimp
- Google Keyword Planner
- Google Search Console
- Grammarly

## Digital Marketing Training Experience- Duration: July 2020 to till date

### Major Topics Covered

- WordPress Site Setup
- Landing Page Build AD Campaigns
- Analytics
- Content Marketing
- Advance SEO
- Social Media Marketing
- Facebook Marketing
- Instagram & LinkedIn Marketing
- Facebook Ads & Remarketing
- Google Ads- Search Ads, Display, Video Ads
- Email Marketing & Automation
- Digital Marketing Project Planning

## Work Experience- Duration: 16 August 2020 to 24 August 2020

### Website Creation, SEO and Backlink Creation

- Site – [svmkadipur.com](http://svmkadipur.com)
- Details- Creating the site and doing the On Page SEO and Off Page SEO for the school site to rank it on the main site keywords

## Social Media Profiles

**LinkedIn-** [linkedin.com/in/bharat-jain-bj/](https://www.linkedin.com/in/bharat-jain-bj/)

**Facebook-** [fb.me/advershalaofficial](https://www.facebook.com/advershalaofficial)

**Instagram-** [instagram.com/lifesuccesswithbj](https://www.instagram.com/lifesuccesswithbj)

### Professional Qualification:

Qualification	College/School	University/ Board	Year of Passing	G.P.A/ Percentage
BCA	National PG College	LU	2020	7.5

### Academic Qualification:

Qualification	College/School	University/ Board	Year of Passing	Percentage
+2 Science	Bal Vidya Mandir Sr. Sec. School	CBSE	2017	87.4
10 <sup>th</sup>	Bal Vidya Mandir Sr. Sec. School	CBSE	2015	83.6

### Certifications:

- Advance Diploma in Digital Marketing & Leadership
- Google Certified
- HubSpot Certification

### Hobbies & passion

- ❖ Social Media Community Building
- ❖ Reading

## Personal Details

- ❖ **Name** : Bharat Jain
- ❖ **Date of birth** : 31<sup>st</sup> Aug, 1999
- ❖ **Father's Name** : Mr. Veer Kumar Jain
- ❖ **Marital status** : Unmarried
- ❖ **Sex** : Male
- ❖ **Religion** : Jain
- ❖ **Languages known** : Hindi, English
- ❖ **Strengths** : Hard-working, team managing & motivating skills

I do hereby declare that the above-mentioned information is true to the best of my knowledge and belief.

**Place:**

**Signature:**