

ASHNARAYAN KUMAR

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Career Objective:

Keeping in view my academic knowledge, performance and skills, I wish to start my career in your organization, offer my best to organization & grow with it to a more & more responsible position.

Educational Qualification:

Course	School/college	Board/University	Year of Passing	Marks Obtained
BBM 3 rd Year	Arcade Business College Patna	Magadh University Bodhgaya	2019	69.6%
I.sc	R.N.T.S College Morsand, Sitamarhi	BSEB Board Patna	2016	60%
10 th	R.D High School Morsand, Sitamarhi	BSEB Board Patna	2014	74%

Technical Skills:

- **Search Engine Optimization(SEO)**

- Website Research (Responsive Check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirection)
- Keyword Research Using Google Keyword Planner Tool
- On-Page Optimization (Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation)
- Google Analytics Setup, analyze, monitor and reporting
- Google Webmaster(Search Console) Setup analyze, monitor and reporting, xml sitemap integration
- Off-Page Optimization (PR Submission, Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking etc)

- **Search Engine Marketing(SEM)**
 - Google Ad Words Account Setup
 - Search Network (Campaign, Ad Group and Ad creation, Negative Keywords, all ads Extension, Conversion Setup, ROI Calculate)
 - Display Network (Account Set up, Campaign, Ad Group and Ad creation, Conversion Setup, ROI Calculate)

- **Social Media Optimization(SMO)**
 - Facebook (Profile creation, Page creation, Group creation, organic and paid Activities)
 - Twitter
 - Pinterest
 - LinkedIn
 - Instagram

- **Email Marketing**
 - Tools setup
 - Create Template, Edit Page and include their content
 - Generate Email database and Import audience in tools

- **Online Reputation Management (ORM)**
 - Create reviews
 - Manage feedback
 - Improve negative feedback

- **Video Marketing**
 - SEO (Keyword research, Create title & description, Find suitable tag)
 - SEM (Advertise video with the help of Google Adword)

Certificates and Achievements:-

- Certificate for Completion of [Google Fundamental](#) .
- Certificate for Completion of [Social Media from HubSpot Academy](#).
- Certificate for Completion of [Google Search Ad](#).
- Certificate for Completion of [Google Display Ad](#).
- Certificate for Completion of [Google Analytics](#).

Computer Skills:

- Sound Knowledge of Ms-Word, Ms- Excel, Ms-Power.
- Well experienced with use of internet.

Projects:

Project Title	Auto motors
Website	www.theracingwheel.com
Project Detail	Create own site Done On-page & off-page optimization

Working Experience:

- 4 month training in Digital Marketing from [The Digital Education Delhi](#).

Personal Profile:

Name : Ashnarayan Kumar
Nationality : Indian
Religion : Hinduism
Date of Birth : 11-Oct-1997
Languages Known : Hindi, Maithili and English
Interest in : Watching Movies

Declaration:

I hereby confirm that the information given above is true to my knowledge and belief.

Date:

(Ashnarayan Kumar)