



# AYUSH KUMAR JHA

## DIGITAL MARKETING EXECUTIVE

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📍 Plot no - 55, Radha Kunj  
Residency II, Badalpur, GBN

## EDUCATION

### Bachelor of Commerce

Delhi University  
2016 - 2019

### Intermediate

D.A.V Public School  
2015 - 2016

## EXPERTISE

Digital Marketing

Content Writing

Copywriting

SEO

CONTENT CREATION

Video Editing

## Experience

○ March 2023 - Present  
Dreambig Solution-IT Private Limited

### Digital Marketing Executive

#### Key responsibilities:

- Created SEO rich Blog Posts Cyberyami & Wissenhive.
- On Page - Off Page SEO (Educational Based Research).
- Managed Social Media - Post creation, News, Video Content etc.
- SEO Research & Implementation for Cyberyami & Wissenhive.
- Working on Marketing Strategies for Cyberyami Certification.

○ October 2021 - 2023  
D Dreams Interior

### Social Media Manager & SEO Executive

#### Key responsibilities:

- Created Website for Interior Design Company D Dreams
- SEO Research for Interior Designing.
- Social Media Handle Video Creation for Sports Oriented Club based in Noida.

○ 2016 - 2021  
WebStyle Club & Freelancing

### SEO Executive

March 2020 - October 2021

#### Key responsibilities:

- Keyword Research for Various US Projects
- Off-Page & On-Page Activities

2016 - Where Journey Started

- Created SEO rich Content Job and Salary Oriented - [www.careersarena.com](http://www.careersarena.com)
- Started with Careers Arena Initially - Blog Post, Content Writing, On-page & Off Page SEO, Keyword Research.
- Technology (gadgets Info) - [www.gadgetsinfo.com](http://www.gadgetsinfo.com)
- Gadgets Pit - Blog Post, Content Writing, On-page & Off Page SEO, Keyword Research.
- CryptoBlock Chain - [www.techandoor.com](http://www.techandoor.com)

## EDUCATION

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- **Advanced Diploma in Computer Application**
- **Digital Marketing Course**
- **Amazon Trained Ecommerce Specialist**
- **Certified Trading Professional**
- **Google Ads Fundamental**

## LANGUAGE

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English

Hindi

## Skills & Capabilities

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- Proficient in conducting keyword research using top SEO tools such as Uber Suggest, Ahrefs, SEMrush, and Moz.
- Accomplished in strategizing and executing impactful Content ranking in SERP.
- Experienced in utilizing Google Analytics to track website traffic, user behavior, and conversion rates.
- Skilled in creating and editing graphics by using Canva.
- Skilled in both on-page and off-page optimization techniques, including meta tags, keyword optimization, link building, and content optimization.
- Experienced in successfully managing both online and offline events.
- Social for scheduling and analysis of social posts.
- Video Creations & Editing.
- Creating Script for projects.