

# DIVYANSHU DWIVEDI

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## SUMMARY

With over 3 years of experience in digital marketing and SEO, I have a proven track record of developing effective SEO campaigns and delivering measurable results. My technical skills are keyword research, link-building strategies, content marketing, GA4, SEMRush and paid advertising.

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## WORK EXPERIENCE

**Digital Marketing Executive, Royalux Lighting Pvt. Ltd. - Noida** **Oct 2023 - Present**

- Developed a comprehensive social media dashboard using Power BI to monitor and analyze performance metrics across platforms, including Facebook, LinkedIn, Instagram, YouTube, and Google My Business
- Collaborated with developers to build the brand's website, focusing on website performance, technical SEO, on-page SEO, and user-friendly design
- Executed Facebook Lead Generation Ads, driving a 20% boost in conversions

**SEO Executive, Duplex Technologies - Lucknow** **Mar 2022 - Oct 2023**

- Researched and implemented technical and on-page SEO recommendations, leading to an 80% increase in organic traffic and annual revenue growth
- Completed a performance analysis every 3 months to drive link-building strategies, keeping 93% of Simplise pages in the first 3 positions on Google for 3+ years in a row
- Cooperated with 7+ team members to ensure that SEO best practices were followed when implementing newly developed code

**PHP Developer | SEO Expert, Codebrother India - Kanpur** **Feb 2021 - Feb 2022**

- Conducted a thorough technical audit and implemented advanced digital marketing strategies, increasing monthly website traffic
  - Boosted performance of websites for better core web vitals (FID, LCP, CLS)
  - Oversaw back-end development using PHP to maintain website integrity
  - Engaged with clients to plan and optimize site issues and queries
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## EDUCATION

**Bachelor of Science** **2021 - 2023**  
Chhatrapati Shahu Ji Maharaj University

**Diploma in Full Stack Software Development** **2019 - 2021**  
NIIT Pvt. Ltd.

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## ADDITIONAL INFORMATION

- **Technical Skills:** SEO, Backlink-building, App Store Optimization (ASO), Google Analytics, Google Tag Manager, Facebook Ads, Team leading abilities, Creative problem-solving
- **Certifications:** Business Intelligence Using Power BI, Introduction to Data Analytics, Microsoft Advertising Search Certification, Content Marketing, Digital Marketing