

ARSHI ANSARI

SEO Executive | Digital Marketer

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PROFESSIONAL SUMMARY

Detail-oriented BCA graduate with skills in SEO, web development, and digital marketing. Knowledge of on-page SEO, keyword research, content optimization, and basic technical SEO. Foundational knowledge in HTML, .NET, Python, and Java. Experience in managing e-commerce platforms, product listings, and customer engagement. Seeking an entry-level role as an SEO Executive or Digital Marketer.

TECHNICAL SKILLS

SEO Skills: Keyword Research, On-Page SEO, Meta Tags, Content Optimization, Basic Technical SEO

Web Technologies: HTML

Tools: MS Office, VS Code, Notepad++, WordPress

EDUCATION

Bachelor of Computer Applications (BCA)

Dr. Virendra Swaroop College of Management Studies, Kanpur

Year: 2024 | CGPA: 8.77

Higher Secondary (PCM)

St. John Inter College, Nawabganj, Kanpur

Year: 2018–2020 | Percentage: 80%

TRAININGS & COURSES

Digital Marketing course: practice on SEO, SMM, Websites designing and Content writing.

Web Development Training: Built responsive websites using .NET

Diploma in Computer Applications (DCA): MS Office, Tally ERP

CERTIFICATIONS

- AI Content Writing internship at InAmigos Foundation
- Debate Certificate - Dainik Jagran

EXPERIENCE

Teaching Experience (5 Years)

- Delivered structured lessons and improved student performance.
- Developed communication and problem-solving skills.

E-commerce Business

- Managed product listings with SEO-friendly descriptions.
- Handled keyword-based product titles and customer queries.
- Coordinated inventory and order fulfillment.

Baking Business

- Managed online orders and customer communication.
- Ensured product quality and timely delivery.

SOFT SKILLS

Communication, Problem Solving, Teamwork, Time Management