



Rajesh Rathor

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About me:

I am Rajesh Rathor. I have been doing a job in digital marketing segment since 2012.

● WORK EXPERIENCE

12/2016 – CURRENT – Kolkata, India

DIGITAL MARKETING SPECIALIST – MOSKINO TRADERS

I am working on the post of Digital Marketer. My role in my current company is to do **On Page Seo, Off Page Seo** (bookmark, ad post, blog post, and article submission), **Google Webmaster, Google Analytics, Keyword Research** Through **Google Keyword Planner, Social Media Optimization, Online Reputation (RO), Indexing Website On Search Engine. YouTube Channel Creation, Social Media business page** creation like **Facebook, Twitter, Instagram. Google Business Listing** etc.

05/2012 – 12/2016 – Mumbai, India

SR. SEO EXECUTIVE – MOSKINO FOOTWEAR PVT. LTD.

On-Page SEO of Webpages of Website.

- Keyword Research for webpages and website
- Making a User-Friendly URL for a website
- Meta Title
- Meta Description
- Heading Tag
- interlinking and External Linking etc.

Off-Page SEO of Webpages of Website.

- Blogpost
- Article Post
- Bookmark
- Adpost
- Classified Post
- Guest Post
- Local Listing
- Google Business Listing

● EDUCATION AND TRAINING

2009 – 2012 – Plot No. 337, Sewree Wadala Estate, Major R. Parameshwaran Marg, Mumbai, India

BACHELOR OF COMMERCE – SIWS College

<https://siwscollege.edu.in/>

<https://digitaldeepak.com>

● **DIGITAL SKILLS**

Search engine optimization | PPC Advertising | Email marketing. | Facebook and instagram ads |
Google Business Listing | SOCIAL MEDIA MARKETING | ahrefs