

MBA Graduate | SEO & Digital Marketing Enthusiast | Customer-Focused Sales Professional.

PROFESSIONAL SUMMARY

Results-driven MBA graduate specialized in Finance and IT with practical experience in SEO and frontline sales. Proven ability to execute on-page and off-page strategies, conduct keyword research, and drive customer engagement. Strong analytical mindset, excellent communication skills, and a quick learner with a growth-oriented attitude.

KEY COMPETENCIES

SEO: On-Page & Off-Page Optimization, Keyword Research, Content Strategy

Tools: Google Analytics, Google Search Console, SEMrush, MS Excel

Soft Skills: Communication, Active Listening, Adaptability, Time Management Team Collaboration & Client Handling Reporting & Documentation

PROFESSIONAL EXPERIENCE

SEO EXECUTIVE(Internship)
Logelite Pvt Ltd. Lucknow

Sept 2023 - Dec 2023

Executed on-page and off-page SEO strategies for multiple client websites - Performed keyword research and optimized content for higher search visibility - Collaborated with SEO teams to achieve ranking and traffic goals - Monitored and analyzed website performance using analytics tools

Frontline Manager ICICI Prudential Life Insurance, Bareilly

Feb 2024 - March 2025

- Led a team to meet sales targets and deliver excellent customer service
- Conducted administrative tasks including drafting sales reports and overseeing operations
- Handled client interactions and managed daily branch activities

Academic Counselor

Unacademy Centre, Bikaner

April 2025 - Present

Guided NEET and JEE aspirants through personalized counseling sessions, helping them choose the right courses and study plans. Successfully converted walk-ins and leads into enrollments through strong communication and rapport-building. Collaborated with faculty and operations teams to ensure seamless onboarding and academic support. Played a key role in organizing orientation events and maintaining high student satisfaction.

EDUCATION & CERTIFICATIONS

Master of Business Administration

Majors: Finance & IT

Babu Banarasi Das Technology & Management, Lucknow

B.com (Hons.)

Regional College of Professional Studies & Research, Bareilly

Intermediate

GGIC, Bareilly

- Fundamentals of Digital Marketing
- SEMrush SEO Toolkit
- Excel for Beginners