

KESHAV VADHWA

Digital Marketing Fresher

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ABOUT ME

I am a Digital Marketing Fresher with a strong focus on SEO and hands-on knowledge of on-page SEO, keyword research, basic technical SEO, and content optimization. I also have practical exposure to social media marketing, content creation, and basic paid advertising. I am currently pursuing a Digital Marketing & AI course from DQ Learnings, Haldwani with my BBA degree. I am passionate about improving website visibility, search rankings, and organic traffic through ethical and data-driven SEO practices.

EDUCATION

Guru Jambeshwar University, Moradabad

Bachelor's Degree in Business Administration
(Persuing)

DQ Learnings, Haldwani

Digital Marketing & AI course
(Persuing)

SKILLS

- SEO & Website Optimization** : On-page SEO, keyword research, search intent analysis, basic technical SEO, content optimization, meta tags, internal linking
- Digital Marketing** : Social media marketing, basic Google Ads & Meta Ads, content writing, copywriting fundamentals.
- Analytics & Tools** : Google Analytics (basic), Google Search Console, keyword research tools (basic), Canva
- Business & Soft Skills** : Marketing fundamentals (BBA), consumer behavior basics, research skills, communication, teamwork

CERTIFICATIONS

- SEO Certification – HubSpot Academy
- Keyword Research Essentials – Semrush Academy
- Technical SEO & AI Search Essentials – Semrush Academy
- Off-Page SEO & AI Search Essentials – Semrush Academy
- Social Media Marketing Certification – HubSpot Academy
- Google Ads Search Certification – Google

WORK EXPERIENCE

SEO Practice & Team Projects (Institute Projects)

- Worked as part of a team on selected SEO tasks for the institute's website
- Assisted in keyword research and search intent analysis for assigned pages
- Contributed to on-page SEO improvements including meta titles, meta descriptions, headings, and content structure
- Supported basic technical SEO tasks under guidance (indexing checks, internal linking, page structure)

Assistant Content Writer (Academic & Practice Work)

- Worked as an assistant writer, supporting content creation for blogs and digital platforms
- Helped optimize written content according to SEO best practices
- Assisted in editing, formatting, and improving readability of content for online publishing
- Collaborated with team members to align content with SEO and marketing goals

Digital Marketing Practice (Course Projects)

- Gained hands-on exposure to SEO-focused digital marketing activities
- Supported social media content creation and basic campaign understanding
- Learned to work collaboratively in a team-based project environment