

# Gagan Paswan

Freelancer



## Personal details

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## Skills

- SEO ●●●●●
- UX design ●●●●●
- UI design ●●●●●
- Video editing ●●●●●
- Communication ●●●●●
- Computer Literacy ●●●●●
- Problem Solving ●●●●●
- Management ●●●●●

## Hobbies

-  Blogging
-  Photography
-  Travel

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

## Education

- HIGH SCHOOL** 2018  
MHS CUM GOVT COLLEGE, Ziradei
- INTERMEDIATE SCHOOL** 2019 - 2021  
MHS CUM GOVT INTER COLLEGE, Ziradei
- BTech(CSE)** 2021 - 2025  
Subharti University, Meerut

## WORK HISTORY

- SEO Intern** Jul 2022 - Apr 2023  
Manisha mahaseth, Delhi
  - ⦿ Analysed SEO outreach goals and presented findings to marketing director
  - ⦿ Devised effective link-building campaigns to increase website authority and visibility
  - ⦿ Cultivated Relationships with search engine providers to gain industry insights and determine prospects.
  - ⦿ Helped clients develop website portals and social media pages to promote businesses.

### SMO Freelancer

- ⦿ Research and analyze social media trends
- ⦿ Develop relevant content topics to reach the company's target customers.
- ⦿ Create, curate, and manage all published content (images, blogs, video, and written).

## Certificates

- ⦿ C
- ⦿ C++
- ⦿ CANVA
- ⦿ IOT
- ⦿ ATTEND WORKSHOP ON CLOUD