



Dharuv Kakkar

- 📍 Ludhiana Punjab, India
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Summary

Passionate Digital Marketing Expert: SEO, Google Ads, Graphic Design, 360 Photoshoot. Skilled in SEO strategies with a background in optimizing websites for search engine rankings. Strengths include keyword research, link building, and competitive analysis.

Skills

- Search Engine Optimization
- Keyword optimization
- Google Adwords
- Keyword analysis
- Social Media Optimization
- Facebook Ads
- Instagram Boosting
- Digital graphics
- Logo creation
- Logo design
- Gothru
- Pano2vr
- Panoskin
- Html
- Css
- Adobe Photoshop
- Corel Draw
- Adobe Premier Pro

Experience

SEO EXPERT. 05/2024-Current Digital Expertz

- Developed SEO strategies to improve website visibility in search engine results.
- Managed social media accounts in order to build brand awareness through platforms such as Twitter, Facebook and instagram.
- Collaborated with content writers, designers and developers to create quality content that drives organic search results.
- Optimized web pages using HTML tags, meta tags, meta descriptions and keywords.
- Developed graphics, logos and layouts for product illustrations, company logos. and websites.
- Created visual concepts using computer software to communicate ideas that inspire, inform, or captivate consumers.
- Designed print materials such as brochures, flyers and posters for marketing compoigns.
- Live 360 Photoshoots (Free Mode) on all Business Profiles
Expertise in Pano2vr, Gothru, Panoskin, Tourbulder

SEO EXECUTIVE, 05/2023-05/2024

Business View India

- I manage all the GBP(Google Business Profiles).
- Create New Business Profiles of all the categories.
- Create Graphics of all the clients.
- Festival Post Creation.
- All Updates of GBP Profiles.
- Collaborated with other departments within the organization when needed in order to execute successful SEO initiatives.
- Increase the leads and sales percentage of my clients by my working.
- Utilized graphic design software to prepare storyboards and mock-ups.

FREELANCER 07/2023-Current

WFH, Ludhiana, India

- SEO
- Website Creation including languages. Html, Css. Php
- Graphic Designs Using Software's, Adobe Photoshop, Corel Draw

Qualification & Courses

T.S.S.M SEN. SEC. SCHOOL

- Matriculation
- Non-Medical (12th)

Lovely Professional University

- Bachelor in Computer Applications (BCA)

Royal Computer & Coaching Institute (RCCI)

- Advance Diploma in Computer Applications (ADCA)
- Professional Course of Graphic Designs.

Online Courses

- Completed online course of (Google AdWords)

Languages

- Hindi
- English
- Punjabi

Websites, Portfolios, Profiles

<https://shorturl.at/INVji>