



# Pankaj Gosain

Digital Marketing Expert (SEO/PPC)

## Profile

Ambitious, self motivated, passionate individual seeking for a full time position where I can to fully utilize my training and skills, while making a significant contribution to the success of the company.

## Employment History

### Sr. Digital Marketing Executive at CSSHouse Consulting, Mohali

2019 — Present

Responsibilities:

- Audit Websites
- Conducting keyword research using various tools,
- Doing all On and Offpage SEO work.
- Making high Quality back-links
- Performing competitive analysis,
- Create Run and Mange Google and Facebook ads Campaigns
- Responsible for auditing 140+ search campaigns in a month - Identify trends & insights using various analytical tools & accordingly optimize the campaign to improve the ROI
- Create and Manage Content for Websites, Blogs, Social Media, conducting Market research, keyword research using various tools

### SEO Executive at Netmagic, Chandigarh

2015 — 2019

Responsibilities:

- Audit websites
- Conducting keyword research using various tools,
- Doing all On and Offpage SEO work.
- Making high Quality back-links
- Performing competitive analysis,
- Tracking important SEO metrics including Organic traffic, Conversion rates and time spent on page.

## Education

### Bachelor of Computer Science, Punjabi University Patiala, Chandigarh

2010 — 2012

## Details

Chandigarh

India

[auditseoexperts@gmail.com](mailto:auditseoexperts@gmail.com)

## Skills

Google Search Console

Onpage SEO

Off Page SEO

Keyword Research

Audit Website

Instagram ads

Google AdSense

Facebook Ads

Google AdWords

Tiktok

Figma