Deepraj Srivastav

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Professional Summary

Digital Marketing professional with hands-on experience in SEO, website optimization, content strategy, and organic growth. Experienced in keyword research, on-page SEO, technical SEO, WordPress, website optimization, and performance analysis. Building expertise in AI-powered Digital Marketing, SEO, and Performance Marketing to develop effective and measurable campaigns. Combining Digital Marketing, AI, and Data Analytics to understand marketing performance, customer behavior, and business growth, with a focus on developing smarter, data-driven marketing strategies.

Skills

Digital Marketing: SEO, Performance Marketing, Google Ads, Meta Ads, Social Media Marketing, Content Optimization

SEO: Keyword Research, Search Intent Analysis, On-Page SEO, Technical SEO, Off-Page SEO, Organic Backlinking, Internal Linking, Website Audits

Marketing Analytics: Google Analytics (GA4), Power BI, SQL, Excel, Performance Analysis, Marketing KPIs

AI & Tools: AI Tools for Marketing, WordPress, Elementor, SEO Tools, Data Visualization

Experience

SEO Executive **Jul 2026 – Sep 2026**
Deedok IT Solutions

- Conducted keyword research and implemented on-page SEO strategies based on search intent to improve content relevance and search visibility.
- Optimized website content, meta titles, descriptions, headings, URLs, and internal linking to improve website structure and SEO performance.
- Performed basic technical SEO audits, identified website optimization issues, and implemented necessary improvements.
- Executed off-page SEO activities, including organic backlinking, to support website authority and search visibility.
- Managed WordPress/Elementor website updates and monitored organic performance using Google Analytics and SEO tools to identify improvement opportunities.

Freelance SEO Specialist **Aug 2025 – Mar 2026**
Comforts – Premium Clothing Brand

- Conducted keyword research for clothing, fashion, and product-related search queries.
- Optimized e-commerce product and category pages, including meta titles, descriptions, headings, URLs, and content.
- Improved internal linking and website structure to support SEO and user navigation.
- Performed basic technical SEO audits and identified website optimization issues.
- Monitored keyword rankings and organic search performance using SEO and analytics tools.

Education

Jain University, Bengaluru 2025 – Present
MCA – Data Analytics

Babu Banarasi Das University, Lucknow 2022 – 2025
BCA – Data Science & Artificial Intelligence

Projects

AI-Assisted Social Media Content Creation & Management *Independent Projects*

- Manage multiple content channels across Instagram, Facebook, and YouTube in different niches.
- Develop creative concepts and produce AI-assisted images and short-form videos.
- Perform basic video editing, review AI-generated content, and manage content publishing.
- Create platform-specific titles, captions, descriptions, and hashtags.
- Monitor platform analytics, including views, reach, watch time, and audience engagement.

Selected Channels:

- **REVEZO:** Satisfying coin transformation and restoration-style AI content.
- **IMORA – What If:** Space-related hypothetical content and visual storytelling for Instagram and Facebook.
- **IMORA HISTORY:** History-based documentary-style videos and YouTube Shorts.
- **Piku Mimi:** AI-assisted 3D animated panda couple content and relatable storytelling.

The Study Varta – Website & SEO Content Project

- Manage a personal website focused on AI, technology, digital marketing, SEO, data analytics, jobs, and career growth.
- Work on content planning, article publishing, and content review using AI-assisted workflows and research.
- Explore SEO practices and website content optimization.

E-Commerce Sales Dashboard – Power BI

- Analyzed sales trends and customer behavior and created dashboards to track business and marketing KPIs.

Brass Essence Website – brassessence.in

- Assisted in website creation, content structure, layout design, and basic SEO optimization.

Certifications

- Digital Marketing Certification – Digiskolae
- Career Essentials in Data Analysis – Microsoft & LinkedIn
- Intro to Career Skills in Data Analytics – LinkedIn Learning