

ANIKET SINGH NEGI

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Dwarka Sector-8, New Delhi

SUMMARY

Hi, I'm Aniket Singh Negi. I've completed my BBA and a certification in digital marketing. During my internships, I applied my skills in SEO, paid ads, WordPress, marketplace listings, Canva design, and content writing. I worked on improving website rankings, managing social media, and tracking performance through tools like Google Analytics and SEMrush. I'm now looking for a role where I can continue growing and contribute to real marketing projects.

WORK EXPERIENCE

Digital Marketing Executive - SiddhWellbeing Pvt. Ltd Mar 2025 - July 2025

- Managed complete SEO (on-page, off-page & technical) to improve website visibility.
- Ran and optimized Meta & Google Ads for lead generation and conversions.
- Handled WhatsApp marketing & automation campaigns using Interakt API.
- Executed email campaigns to boost engagement and product awareness.
- Listed and optimized products on marketplaces like Blinkit with A+ content.
- Managed and updated the WordPress website, focusing on content, speed & SEO.

SEO Intern - Janus Concepts Dec 2024 - Mar 2025

- Focused on SEO audits, link building, and improving Google rankings.
- Handled technical SEO and ORM for client websites.
- Worked on SEO strategy and keyword optimization.

Digital Marketing Intern - Pearl Water Technologies Apr 2024 - Aug 2024

- Handled SEO (on-page & off-page), keyword research, and blog writing.
- Managed social media and created posts using Canva.
- Used Google Analytics & SEMrush to track campaign performance.
- Supported with product listings and basic ad setups.
- Managed WordPress blogs and updated content.

EDUCATION

Bachelor of Business Administration

2018 - 2021

Maharishi Dayanand University

- Final CGPA: 6

KEY SKILLS

- SEO (on-page, off-page & technical)
- Google Analytics, Screaming frog & Semrush
- Facebook & Instagram Ads
- Marketplace Listings (Basics)
- WordPress Website Handling
- Canva Graphics & Creatives
- Blog & Web Content Writing
- Online Reputation Management
- Email Marketing (Basics)