## AAKASH CHAUHAN

Ahmedabad, Gujarat, India
7990471881 | 9099804621
aakashnchauhan@gmail.com


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**PROFESSIONAL SUMMARY**


Results-driven SEO Executive with hands-on experience in On-Page, Off-Page, and Technical SEO. Skilled in keyword research, competitor analysis, AI-driven content optimization, and performance tracking. Experienced in improving organic rankings, website visibility, and search performance using industry-standard SEO tools.


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**CORE SKILLS**

- On-Page SEO Optimization
- Technical SEO (Crawlability, Indexability, Site Speed)
- Off-Page SEO & Link Building
- Keyword Research & Competitor Analysis
- AI-Optimized Content Strategy
- Google Search Console & Google Analytics
- Google Ads & PPC Campaigns
- Performance Marketing
- Advanced Excel (VLOOKUP, Pivot Tables, SUMIF, COUNTIF)
- SEO Audits & Reporting

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**PROFESSIONAL EXPERIENCE**

**Elsner Technologies Pvt. Ltd.**
SEO Executive| April 2025 – Present

- Executed complete On-Page SEO including meta titles, descriptions, heading optimization, and internal linking.
- Managed Off-Page SEO including guest posting support, backlink analysis, and outreach coordination.

- Resolved Technical SEO issues including indexing errors, crawl issues, sitemap optimization, and mobile usability.
- Conducted keyword research and competitor analysis using AI-powered SEO tools.
- Monitored rankings, impressions, and CTR using Google Search Console, Google Analytics, and AccuRanker.

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**Kataria Automobiles Pvt. Ltd.**
Customer Care Assistant| Aug 2020 – Dec 2024

- Prepared daily customer care reports for 60+ locations.
- Managed CEI reports and complaint follow-ups.
- Prepared monthly incentive and MIS reports.

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**NetCarrots.com Pvt. Ltd.**
Program Executive| July 2021 – Dec 2021

- Managed loyalty program for 3,500+ dealers.
- Generated monthly sales and performance reports.

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## EDUCATION

Master of Commerce (M.Com) – Gujarat University (2018 – 2021)
Bachelor of Commerce (B.Com) – Gujarat University (2015 – 2018)
HSC – Gujarat Board (72.80%)
SSC – Gujarat Board (58.82%)

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## CERTIFICATIONS

- SEO (Search Engine Optimization)
- Google Ads & PPC Campaigns
- Performance Marketing
- Social Media Marketing
- Tally ERP Advanced Certification