

AVJOT SINGH

Digital Marketer & WordPress Developer

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PROFESSIONAL SUMMARY

A results-driven **Digital Marketer** and **WordPress Developer** with over 2 years of experience in **SEO, performance marketing, and web development**. I have successfully delivered more than **15** client projects, including **eCommerce** and service-based websites, and possess strong skills in **HTML, CSS, SMO, SMM**, and major digital marketing platforms. My leadership experience enhances my ability to work effectively in team environments. I also utilize **AI tools** like ChatGPT, Claude, and GitHub Copilot to boost efficiency and creativity

EXPERIENCE

Digital Marketing Executive & WordPress Developer

Tech Yard Labs 01/2023 - Present Dehradun

A company specializing in digital marketing solutions and web development

- Built 15+ WordPress & WooCommerce **websites**
- Managed **SEO, Meta Ads, Google Ads, Analytics**
- Leading a small team Since 2024
- Keywords customization & SEO optimization
- Improved website traffic by 45% through SEO
- SEO audits using tools like semrush, google,ubersuggest etc
- Communicating with clients understanding there needs and solving queries

Freelance Digital Marketer & Developer

Freelance 01/2022 - 12/2022 Remote

Worked as a freelance digital marketer and developer providing tailored web solutions

- Delivered responsive websites.
- Set up SEO (meta tags, structure, audits)
- Ran Ads on Google & Meta with good ROI
- Customization with Elementor, WPBakery, HTML/CSS

EDUCATION

Bachelor of Commerce

DAV PG College 07/2021 - 06/2023 Dehradun

Diploma in Digital Marketing

Techyard Academy-Dehradun 2022 Dehradun

SKILLS

Canva CSS ECommerce

Elementor Email Marketing

Leadership Content writing

Google Ads Google Search Console

Analytics G4a HTML SMO

Copywriting Photoshop SEO Tools

Search Console Full SEO

Backlinks Planning SMM

Optimization WooCommerce

WordPress Yoast Keywords

Payment Gateways Blogs

PROJECTS

Recent Projects

Highlighted my recent projects showcasing web development and digital marketing capabilities

- [Anandam - Website Development & SEO](#)
- [Navjam Bakers- Ecommerce Website](#)
- [Lp Hotels- Luxurious Hotel Website](#)
- [Naryani- High Ranking SEO Optimization](#)
- [Vastuvid- Architectural Form Website](#)