

ABHISHEK UNIYAL

DIGITAL MARKETER (WORDPRESS DEVELOPER | SEO |)

66/5 M.E.S Colony, Talwar Line, Mall Road, Dehradun - 248001 | +91-847-691-3213

WordPress Developer and SEO Specialist with 20+ months of experience in building and optimizing websites. Proficient in developing custom WordPress themes, integrating essential plugins like Elementor and Rank Math, and implementing effective SEO practices to enhance site visibility. Passionate about continuous learning and staying updated with the latest digital marketing trends to deliver impactful results.

AREA OF EXPERTISE

- WordPress Development
- Custom Theme Development
- Elementor
- SEO Best Practices
- WooCommerce Setup and Management
- Google Business Setup (Merchant + Local)

KEY ACHIEVEMENTS

- Developed a fully functional** WooCommerce website from scratch, integrating payment gateways, product management, and responsive design.
- Built a corporate website**, focusing on SEO-friendly content, custom theme development, and optimal performance.
- Tools Used:** (SEO) Google Analytics, SEMrush; (CMS) WordPress, Elementor, Rank Math.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Executive | JD Fusion

Sept 2024 – Present

- Leading SEO efforts as a specialist focusing on both on-page and off-page optimization.
- Conducting in-depth keyword research, technical audits, and content strategy for ranking improvement.
- Designed and developed websites including:
 - All American Motors Hub
 - All Engine Transmission
- Collaborating with development and design teams to ensure SEO best practices are implemented across websites.

Digital Marketing Executive | SERP Triumph

Sep 2023 - Nov 2024

- Completed internship and continued as a full-time executive for 9 months.
- Worked extensively on off-page SEO for key projects like QuickBooks Intuit.
- Gained hands-on experience in on-page SEO, meta tag optimization, internal linking, and content updates.
- Contributed to website design and development using WordPress and Elementor.

ADDITIONAL INFORMATION

- Languages:** English, Hindi.
- Certifications:** Prompt Design in Vertex AI, Local SEO Course, Youtube and Marketing, Social Media Marketing Crash Course, Digital Garage, MS-Excel , HTML Basic (For Front End Use)

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DATE :