Shubho Pal

Digital Marketing Candidate

SEO • Content Marketing • WordPress • Social Media • Web Presence

Email: [your email] | Phone: [your phone] | Location: [City, India]
Portfolio: shubhodigital.com | LinkedIn: [your LinkedIn URL]



PROFESSIONAL SUMMARY

Digital marketing candidate with hands-on experience building and optimizing a WordPress-based digital marketing portfolio. Familiar with SEO fundamentals, content planning, website management, on-page optimization, social media marketing concepts, email marketing, and performance tracking. Focused on creating clear, user-friendly digital experiences and improving online visibility.

CORE SKILLS

SEO & On-Page Optimization	WordPress Website Management	Content Marketing
Keyword & Content Research	Social Media Marketing	Email Marketing
Google Search Console	Yoast SEO	Website Performance / Speed

SELECTED PROJECT

Digital Marketing Portfolio Website — shubhodigital.com

- Built and managed a WordPress-based digital marketing portfolio website using Elementor and a free WordPress setup.
- Worked on SEO structure and on-page optimization using Yoast SEO, including focus keyphrases, titles, meta descriptions, image alt text, and XML sitemap setup.
- Created and organized service-focused content covering SEO, content marketing, web design & development, social media marketing, email marketing, and analytics.
- Worked with Google Search Console and domain/redirect configuration during a website domain migration.
- Improved website usability and performance through responsive design adjustments, image optimization, caching, and website-speed troubleshooting.

DIGITAL MARKETING KNOWLEDGE

- SEO: keyword targeting, on-page SEO, metadata, internal structure, image optimization, sitemap and Search Console basics.
- Content: website copy, service descriptions, SEO-friendly headings, calls to action, and portfolio content.
- Social & Email: understanding of content planning, audience engagement, campaign structure, and basic performance measurement.
- Analytics: familiarity with tracking website visibility, indexing, traffic/performance concepts, and Search Console reporting.

EDUCATION

[Degree / Course Name] — [College / University] | [Year]
Relevant areas: Digital Marketing, SEO, Web Technologies, Data / Analytics

CERTIFICATIONS & ADDITIONAL TRAINING

- [Add Google / HubSpot / Semrush / Meta or other certifications here]
- [Add relevant course or training here]

CAREER OBJECTIVE

To build a career in digital marketing by applying practical skills in SEO, content, website management, social media, and analytics while continuously developing stronger data-driven marketing capabilities.

References and detailed contact information available on request.