



PANKAJ KHOLIYA

DIGITAL MARKETER



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Lane 5G, Badowala, Dehradun, India

Education

Matriculation

Kendriya Vidhyalaya
CBSE Board
Bareilly Cantt (U.P)

Intermediate

Kendriya Vidhyalaya
CBSE Board
Dehradun (U.K)

Undergraduate

B. Tech in Computer Science &
Engineering
(Graphic Era Hill University)

Postgraduate

M. Tech in Computer Science &
Engineering with Specialization
in AI and ML
(DIT University)

Language

English

Hindi

About me

I am a skilled IT professional with a successful history in website development and digital marketing. My technical expertise and strong interpersonal abilities allow me to engage effectively with diverse clients. I am enthusiastic about facing challenges to enhance and expand my IT skills. My ultimate passion lies in leveraging my technical acumen to support individuals and organizations.

Experience

Digital Marketing Trainer

May 2018 - May 2021

Digiperform · Full-time · Noida

Exp: 3 yrs 1 mo

I have overseen and executed teaching web, SEO/SEM, social media, and display advertising campaigns with a 25% increase in placements. Additionally, I have been responsible for developing and maintaining our website and social media platforms. Furthermore, I monitor and assess the performance of digital marketing endeavors, aligning them with predetermined goals like ROI and KPIs.

SEO Executive

Apr 2022 - Oct 2024

OwlSurf Digital · Full-time · Dehradun

Exp: 2 yr 3 mo

As a seasoned SEO Executive with over 6+ years of experience, I excel in driving organic traffic, improving search engine rankings, and enhancing online visibility for Japanese brands like Mitsui Chemicals and VNT India. Created 30+ audit reports for different clients and learned PR and E-mail Marketing using automation tools. I used HubSpot for customer support, sales, and marketing.

Digital Marketing Specialist

Nov 2024 - Present

BubbleUP · Full-time · Remote

As a digital marketing specialist at BubbleUP a canadian based marketing agency, I manage and update regional website content on WordPress and AEM CMS platforms, ensuring alignment with SEO best practices and brand guidelines. I support Canadian campaigns by optimising web pages for performance, user experience, and Google Ads lead generation. I regularly analyse site data using analytics tools to improve engagement and conversions. My role involves close collaboration with marketing, design, and stakeholder teams, ensuring mobile responsiveness, accessibility compliance, and effective CRM integration through high-performing landing pages.

Skills Summary

Website Tools/CMS

HTML/CSS, Python and Bootstrap
WordPress, Moodle, Joomla and WIX
Framer, Shopify and AEM

SEO Tools

Ahrefs, Google Search Console,
SEMRush, KWFinder, Moz Pro,
Ubersuggest, SpyFu, Majestic,
Google Trends, SEOquake, Keywords
Everywhere, Screaming Frog,
Serpstat, Rank Math and Yoast SEO
for WordPress, Seo Power Suite
2024 and Raven

Email Marketing Tools

MailChimp, HubSpot, Mailgun,
Mailgun, AWeber and Gmass.
For Cold Email: Instantly, Apollo,
Lemlist and Success.io

Social Media Tools

Agorapulse, Buffer, Hootsuite,
Canva, ChatGPT, Claude and Gemini

Other Tools

MS Office, PowerPoint, Excel, PDF
Writer, Adobe After Effect, Adobe XD,
Camtasia, Jupiter Notebook, AWS, G
Suite, cPanel, SSL etc.

Soft Skills

Strong Stakeholder management,
Flexibility and Adaptability,
Good planning ability, Team Player,
& Good decision-making skills.

Research Papers

Google Scholar

[https://scholar.google.co.in/citation
s?hl=en&user=mh1QQioAAAAJ](https://scholar.google.co.in/citations?hl=en&user=mh1QQioAAAAJ)

Published on: Jan 2022

Paper published on IEEE

TECHNICAL PROJECTS

College Projects

- Mini project on College Management System (Java) in 3rd Year of College.
- Smart Mirror (IoT) Based Project in Final Year of B. Tech.
- Icecet.com (IEEE 2017 summit Website for Graphic Era Hill University).
- Books Management System for Graphic Era Hill University.
- Dealzo Android App and Website for Local Restaurants and Food Courts.
- Organised Online C Quiz Competition for juniors on a website using Moodle as frontend and AWS for Hosting Website and Database.
- Organised Ethical Hacking Workshop for Students and Faculty Members.

Freelance Projects

- JMDi Academy Website Development, Hosting and SEO
- www.doongloablschool.edu.in On - Page and Off-Page SEO (Freelancing)
- Website Security Audit for www.aus.gollygoshequine.com, Doonited News, Appxhub.com, Alsys Media Group, reno-quebec.com etc.
- Website Development and Server Security Audit and Implementation for www.charterrates.org (Florida, USA)
- Cloud-based Online Organic Food Home Delivery App Development - OSM Shopping (React Native and WordPress)
- Created advertising strategy for Skill-ed School Summer & Winter Camp.
- Website Development and Digital Marketing for www.satbodh.com, www.rjcoder.in, www.sgmaccessories.com, Doon Global School, Polykids, craftdeal, Hurlainterio, capishe etc.
- Digital Marketing for MDDA Dehradun.

NGO's Projects

- Website www.spirityoga.org created for NGO Spirit Yoga Foundation by contributing to mock-ups, email campaigns, and social media ads.
 - Spirit Yoga Foundation, founded by Yogi Simant in 2009, focuses on traditional hatha yoga and meditation for spiritual awareness and harmony in society, especially rural areas.
- Website www.aromavalleyuk.com created for NGO DKVS by contributing to mock-ups, email campaigns, and social media ads.
 - DKVS farm, located in the Himalayas, was revived after 30 years of abandonment. The farm now cultivates high-value herbs and supports local employment, testing over 27 European herb varieties for adaptability to the climate and soil conditions.

TECHNICAL CERTIFICATIONS

- The Fundamentals of Digital Marketing - Google
 - Google Digital Sales Certification
 - Google Ads Fundamentals Certificate
 - Bing Ads Accredited Professional
 - Data Processing Specialist
 - Google Analytics Certification for Beginners and Advanced Certified by HP LIFE e-Learning on "Social media marketing".
 - CCNA at CETPA INFOTECH PVT.LTD.
 - HubSpot Email Marketing Certification
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