

# SUMIT KUMAR DIXIT

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## Web Developer

H.No. 772/3 Mandawali Delhi 110092 | +91 8810620757 | sumitdixit.amba@gmail.com

### CAREER SUMMARY:

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I am a passionate web developer with expertise in WordPress, SEO, and local SEO, aiming to leverage my skills in creating dynamic websites and optimizing online presence. I am proficient in Google Ads and committed to driving digital growth and enhancing brand visibility through innovative solutions.

### WORK EXPERIENCE:

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#### V2R Autoinfinite Private Limited

Part-Time Content Writer |

- Created compelling content to enhance brand presence and drive customer engagement across various platforms.
- Conducted keyword research and create Meta title and Meta Description

#### Amba Ujjwal (NGO)

SEO Specialist | [07/08/2024] - Present

- Developed and executed SEO strategies to enhance website visibility and increase organic traffic.
- Conducted keyword research, on-page, and off-page optimization to improve search engine performance.
- Analyzed website metrics and performance to inform strategic adjustments and ensure continuous improvement.

### EDUCATION:

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**Bachelor of Arts. | Delhi University**

2022 Present

**Content Management System | India Habitat Centre**

Aug 2023 – May 2024

### CERTIFICATION:

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- Advanced Computer Course
- Search Engine Optimization (SEO)
- Content Management System
- Google Ads

### SKILLS:

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Soft Skills :- Presentation | Trend Analysis | Optimization

Software :- VS Code | WordPress | MS Excel | MS Office | Google Ads | SEO Tools

Technical Skills :- HTML & CSS | Javascript | Database | SQL | SEO | Local SEO

### LANGUAGE

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English

Hindi