

Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers

I was responsible for optimizing the company's website by using HTML to improve user experience, SEO, and performance.

Responsibilities:

- Worked on optimizing HTML structure for better SEO performance, including proper tag hierarchy, metadata, and alt text for images.
- Integrated content and media into web pages to ensure a seamless user experience.
- Collaborated with the design and development teams to ensure HTML code was responsive and optimized for all devices.
- Ensured web pages were compatible with different browsers and devices.

Impact:

- Improved page load speed by optimizing HTML and content delivery.
- Enhanced SEO rankings by improving the HTML structure, heading tags, and metadata.
- Contributed to improved user engagement by making the website mobile-responsive.

Tools Used:

- HTML, CSS, JavaScript, Google Chrome Developer Tools

Role Overview:

As a Digital Marketing Manager at Educart IAS Academy

I worked on the HTML structure of the website to ensure SEO optimization and a seamless user experience across devices.

Responsibilities:

- Created and edited HTML pages for the website, ensuring SEO best practices were implemented in tags and structure.
- Worked with the team to integrate content into the website using HTML and JavaScript.
- Ensured responsive design by implementing CSS and HTML techniques for compatibility across desktop, tablet, and mobile devices.
- Optimized page load speeds by minimizing unnecessary HTML elements and optimizing images.

Impact:

- Improved website's SEO rankings by optimizing HTML structure and implementing best practices for header tags, metadata, and URLs.
- Increased website engagement by ensuring the site was mobile-friendly and responsive.
- Reduced bounce rate by improving site speed and performance.

Tools Used:

- HTML, CSS, JavaScript, Google Developer Tools

Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers

I was responsible for managing the HTML structure of web pages to improve user experience, accessibility, and SEO.

Responsibilities:

- Developed and maintained HTML web pages for the company's website.
- Ensured the HTML code was optimized for SEO, ensuring search engines could properly index the pages.
- Implemented HTML5 and CSS3 best practices to ensure the site was compatible across various browsers.
- Integrated multimedia elements into web pages using HTML.

Impact:

- Improved website speed and performance by optimizing HTML structure and reducing unnecessary code.
- Enhanced website SEO performance by using semantic HTML and optimizing tags for better indexing.
- Increased user engagement by ensuring the website was compatible and accessible across multiple devices.

Tools Used:

- HTML, CSS, JavaScript, Google Analytics

Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services

I supported the team in creating and optimizing HTML pages for the website to enhance user experience and SEO performance.

Responsibilities:

- Assisted in writing and editing HTML code for various web pages, ensuring structure, syntax, and accessibility.
- Optimized the HTML code for better SEO performance, ensuring all pages had appropriate heading tags, metadata, and alt attributes.
- Worked on HTML forms and landing pages, ensuring they were optimized for conversions.

Impact:

- Helped improve SEO rankings by optimizing HTML content and structure.
- Contributed to website optimization efforts, which resulted in improved page load times and user experience.

Tools Used:

- HTML, CSS, JavaScript, Google Chrome Developer Tools
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