

Tejpal Yadav

Digital Marketer | SEO & Meta Ads Specialist

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SUMMARY

Digital Marketer with hands-on experience in SEO, Meta Ads, and Shopify e-commerce. Delivered 129% growth in organic impressions, generated ₹16.8K in revenue with Meta Ads, and built SEO content strategies that improved search visibility and qualified traffic.

WORK EXPERIENCE

Digital Marketing Intern

April 2026 – July 2026

Salesix AI

- Supported growing organic impressions by +50.7% (from 7.43K to 11.2K) % and clicks by +52.1% (142 to 216) in 3 months through a targeted SEO content strategy.
- Built a 43-piece content cluster (1 pillar page, 6 use-case pages, 6 playbooks, 30 blog posts) to establish topical authority and capture high-intent search traffic
- Identified underperforming pages using Google Search Console and updated titles, meta tags, and content to recover lost visibility and rankings
- Researched keywords and search intent to optimise on-page SEO, internal linking, and backlink building site-wide.

Founder

Nov 2025 – Mar 2026

Housedify

- Launched a Shopify store for a pan-India dropshipping business in the Home Organisation & Storage category, managing product listings, pricing, and optimising store performance end-to-end.
- Generated ₹16,800 in store revenue from Meta Ads within 10 days, driving 10 sales across 2 products.
- Achieved 2.15x blended ROAS across the campaign and 3.26x ROAS on the best-performing ad through continuous creative and audience A/B testing.
- Reached 56,000+ Instagram accounts and generated 59,000+ content views using product-demonstration video creatives for a purchase-focused conversion campaign.

Digital Marketing Intern

May 2025 – July 2025

Zentrix Technologies

- Supported SEO execution that contributed to a 136% increase in organic clicks (42 → 99) through keyword research, search intent mapping, and on-page optimisation.
- Built 450+ backlinks through guest posting, outreach, and PDF/document submissions, strengthening domain authority and supporting organic ranking growth.
- Developed SEO audit reports and delivered client presentation decks to support marketing pitches and strategy proposals.
- Created and managed social media content using Canva, improving brand presence and engagement across platforms.

WordPress Blogger | SEO Learner

Aug 2024 - Jan 2025

Trading Worm

- Conducted keyword research and implemented on-page SEO to optimize content for search visibility
 - Published consistent, well-structured blog content targeting stock market audiences and informational search queries
 - Monitored site performance, indexing status, and search visibility using Google Search Console.
 - Executed off-page SEO through guest posting, directory submissions, and niche outreach to strengthen domain authority
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EDUCATION

Diploma in Pharmacy

2022 - 2024

Starex University

Note: Shifted from pharmacy to digital marketing in 2024, building practical skills in SEO, Meta Ads, and e-commerce through certifications, internships, and real-world projects.

HUBSPOT CERTIFICATION

2024 - 2025

Digital Marketing · SEO · Digital Advertising · Content Marketing · Social Media Marketing · Email Marketing

SKILLS

SEO · Keyword Research · Search Intent Mapping · On-Page SEO · Off-Page SEO · Technical SEO ·
SEO Auditing & Reporting · Link Building · Topical Authority Building · Meta Ads Management · A/B
Testing · Retargeting Campaigns · Pixel Setup · Analytics & Reporting · Content Planning · Content
Marketing · Social Media Marketing

TOOLS AND PLATFORMS

Google Analytics 4 (GA4) · Google Search Console · Semrush · Ahrefs · Meta Ads Manager ·
Shopify · Canva · Google Sheets · ChatGPT · Gemini · Claude