

Bhavesh Malik

Digital Marketing & SEO Executive

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Profile

Results-driven Digital Marketing & SEO Executive with hands-on experience in website management, on-page SEO, and performance optimization. Skilled in improving search visibility through keyword research, meta tag optimization, schema implementation, and backlink building. Experienced in managing social media accounts, creating posts, creatives, and banners using Canva, and executing paid ad campaigns to enhance brand visibility. Proficient in analyzing performance using tools like Google Analytics (GA4) and Google Search Console. Adept at identifying technical issues, improving user experience, and delivering data-driven solutions for overall website growth.

Professional Experience

Marketing & Web Support (Paid Internship), *5ginfotech.net*

02/2026 – 04/2026

<https://www.5ginfotech.net/> 📄

Rohtak, Haryana

Handled digital marketing activities, including executing Facebook ad campaigns for lead generation and brand visibility. Managed social media accounts for clients, including content creation, posting, and engagement, along with designing creatives and banners using Canva. Performed on-page SEO tasks such as meta tag optimization, schema implementation, keyword optimization, and backlink building to improve search rankings. Monitored website performance using Google Analytics (GA4) and Google Search Console. Additionally, developed and managed websites and provided website support, including updates, performance optimization, and resolving UI/UX issues to enhance user experience.

Website Support Executive, *Mohan Ecom solutions*

12/2025 – 02/2026

Managed and maintained the company website with regular updates and performance enhancements. Implemented on-page SEO, monitored traffic and performance using Google Analytics (GA4), and handled indexing and technical issues through Google Search Console. Supported digital advertising activities using Meta Ads Manager and improved website speed, responsiveness, and overall user experience.

Remote (Work From Home)

Projects

Password Strength Checker,

07/2025 – 07/2025

<https://github.com/Bhaveshmalik27/password-strength-checker>

Built a tool in Python that checks the strength of user passwords based on length, uppercase/lowercase characters, digits, and special characters. It helps users avoid weak passwords and promotes better cybersecurity practices.

Threat Intelligence Platform, https://github.com/Bhaveshmalik27/Threat-Intelligence-Platform A Threat Intelligence Platform (TIP) is a cybersecurity tool that centralizes, analyzes, and disseminates threat data from various sources. It helps organizations identify, investigate, and respond to potential threats efficiently, enhancing their overall security posture.	03/2025 – 03/2025
Security scanner, https://github.com/Bhaveshmalik27/Security-scanner Security scanners are tools designed to identify vulnerabilities in systems, networks, and applications. They automate the detection of security flaws, helping organizations to address potential threats and enhance their cybersecurity posture	02/2025 – 02/2025
Website for Tourism Developed a tourism website that provides destination details, tour packages, and online booking with user and admin management features.	09/2024 – 09/2024

Education

B.Tech Computer Science and Engineering, <i>Maharishi Dayanand University</i>	08/2021 – 06/2025 Rohtak, Haryana
Class XII, Navyug Sr. Sec. School	04/2020 – 04/2021 Mundhal, Haryana
Class X, MDN Public School	04/2018 – 04/2019 Rohtak, Haryana

Courses

Diploma in Cybersecurity & Ethical Hacking, <i>Ducat India</i> Completed a diploma in cybersecurity with practical knowledge of network security, ethical hacking, penetration testing, and cyber risk management. Gained hands-on experience with tools such as Kali Linux, Metasploit, Nmap, and Wireshark, along with exposure to vulnerability assessment, incident response, system hardening, and cybersecurity best practices.	04/2025 – 10/2025 Noida, Uttar Pradesh
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Skills

- On-Page SEO
- Meta Tags Optimization
- Backlink Building
- Google Search Console
- Content Creation
- Facebook Ads (Meta Ads Manager)
- Meta Business Suite
- Meta Ads Manager
- Keyword Research
- Schema Markup
- Google Analytics (GA4)
- Social Media Management
- Canva
- Problem Solving
- Website Management
- HTML, CSS

Languages

- English
- Hindi