

PALAK CHHABRA

Digital Marketing Fresher | SEO | Content Marketing | WordPress

Hanumangarh Junction, Rajasthan, India | +91-9588852188 | chhabrapalak2005@gmail.com

LinkedIn: [linkedin.com/in/palak-chhabra-942316318](https://www.linkedin.com/in/palak-chhabra-942316318) | Portfolio: wp.palakchhabra.in | AI Portfolio: www.palakchhabra.in

Professional Summary

BBA graduate with hands-on experience in SEO, keyword research, content planning, WordPress website management and Google Search Console. Built and manage a personal portfolio website applying on-page SEO, internal linking, image optimization and XML sitemap submission. Completed a self-directed SEO keyword research project focused on the chocolate industry. Seeking entry-level opportunities in SEO and Digital Marketing.

Core Skills & Keywords

SEO: Search Engine Optimization (SEO), On-Page SEO, Technical SEO Basics, Keyword Research, Keyword Clustering, Search Intent Analysis, Internal Linking, Image Optimization, XML Sitemap Submission, Google Search Console, Rank Math

Digital Marketing: Digital Marketing Fundamentals, Content Planning, Content Management, Content Strategy, Market Research, WordPress Website Management
Tools & Platforms: Microsoft Excel, MS Word, MS PowerPoint, Google Search, ChatGPT, Claude, Emergent, Vercel, Basic HTML & CSS

Projects

Personal Portfolio Website — "SEO & Digital Marketing" — WordPress | Aug 2026 – Present

Built and manage a personal digital marketing portfolio website using WordPress.

Applied on-page SEO, content optimization, internal linking, image optimization and URL structure.

Configured Rank Math and submitted the XML sitemap through Google Search Console.

Monitored clicks, impressions, CTR, average position and indexing through Google Search Console.

Tools: WordPress, Rank Math, Google Search Console Skills: WordPress, On-Page SEO, Website Optimization, Content Management, Internal Linking, Image Optimization

SEO Keyword Research & Content Planning Project — "Chocolate Industry" — AEFV@

Conducted keyword research for the chocolate industry using Google Search.

Analyzed search intent and clustered keywords into relevant topic groups.

Used Microsoft Excel to organize and prioritize keywords for content planning.

Developed a structured keyword-based content plan for organic search opportunities.

Tools: Google Search, Microsoft Excel

Skills: Keyword Research, Search Intent, Keyword Clustering, Content Planning

Work Experience

Pacer Group, Mohali, Punjab, India — Non-IT Recruiter (US Staffing) Feb 2026 – Present

Analyze job descriptions and requirements to identify relevant skills, qualifications and experience.

Create targeted keyword searches and Boolean search strings to source suitable candidates through ATS platforms and job portals.

Research and review candidate profiles and resumes based on specific role requirements.

Manage multiple job requirements while maintaining organized data and developing strong research, analytical and attention-to-detail skills.

Technoscape Pvt. Ltd., Bathinda, Punjab, India — Marketing Intern Jun 2025 – Jul 2025

Supported marketing activities and research during a hands-on marketing internship.

Assisted with organizing and analyzing market-related information to support marketing activities.

Gained practical exposure to branding, visual communication and brand identity concepts.

Assisted with basic marketing content and visual communication tasks.

Education

BBA - Baba Farid Group of Institutions, Bathinda

2023- 2026 | 75%

Certifications & Training

Master AI-Powered SEO Fundamentals — WSCube Tech (May 2025)

AI-Driven Digital Marketing — WSCube Tech (May 2025)

SEO Workshop (5-Day) — BFCET (Apr 2025)

Generative AI Mastermind — Outskill (Sep 2025)

Business Email — HP LIFE (Aug 2025)

Languages

English, Hindi