TANAYA KHANVILKAR

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Location: Borivali, Mumbai

SUMMARY

Results-driven SEO and Digital Marketing professional with hands-on experience optimizing WordPress, PHP, and Shopify websites. Expertise in technical SEO, content optimization, on-page and off-page strategies, and data-driven analytics using GA4, GSC, SEMrush, Ahrefs, and Screaming Frog. Proven track record of increasing organic traffic, improving ranking stability, and enhancing brand visibility through scalable and measurable SEO processes.

WORK EXPERIENCE

Technical SEO Analyst Intern at Sudha Solutions

Full-time, Mumbai | June 2025 – January 2026

- Conducted keyword research using SEMrush, GSC, and manual SERP checks for 10+ client websites to improve targeting and ranking potential.
- Created weekly/monthly keyword ranking and performance reports using SEMrush, GA4, and GSC to track visibility and identify growth opportunities.
- Performed technical SEO audits, including metadata fixes, header updates, page speed checks, and mobile optimization.
- Optimized website content across WordPress, Shopify, Magento, and Elementor. Improved internal linking, keyword placement, and alt text alignment.
- Updated and resolved issues in 200+ backlinks and submitted indexing requests to improve crawlability and domain authority.
- Conducted competitor analysis and content gap research to support content strategy across multiple industries.
- Managed analytics setup and account access for GA4, GSC, and SEMrush and maintained reporting documentation.
- Optimized and monitored 300+ URLs, improving metadata completeness, indexation, and keyword relevance.

Digital Marketing Intern at CodTech IT Solutions

Remote | March 2025 – June 2025

- Developed keyword matrices and content frameworks that increased ranking consistency and user engagement.
- Designed dashboards in Excel & Power BI to track key metrics like CTR, bounce rate, and keyword growth.
- Executed metadata optimization, internal linking strategies, and link acquisition campaigns, achieving 20–30% growth in organic reach.

PROJECTS

Brand Mention Tracker Using SerpApi
- Automated live brand mention tracking using SerpApi and custom backend scripts, and synced results to Google Sheets to reduce manual monitoring by 90% and improve reporting accuracy.

SEO Strategy for Colorbar, Orra, VLC Spices, and Shramdaan
- Executed monthly performance audits using GA4, GSC, and SEMrush to identify technical and content gaps.
- Proposed and implemented improvements that contributed to a 20–30% increase in organic reach across multiple brands.

Digital Marketing Strategy for Online Thrift Store – Thrift-Verse (Fictional)
- Designed a data-driven SEO and marketing framework to improve discoverability for a conceptual AR/VR thrift brand.
- Enhanced targeting, content positioning, and on-site optimization, which strengthened engagement and search visibility.

SKILLS

Technical Skills
- WordPress
- Shopify
- PHP
- Python
- HTML
- CSS
- Power BI
- MS 365
- Magento
- n8n Workflow Automation

SEO Skills
- Google Analytics (GA4)
- Google Search Console
- SEMrush
- Ahrefs
- Keyword Research
- Competitor Analysis
- On-Page and Off-Page SEO
- Technical SEO
- SEO Audits
- Schema Markup
- Internal Linking, Backlink Strategy
- Page Speed Optimization, Mobile SEO
- Content Optimization
- Screaming Frog

Soft Skills
- Communication
- Leadership
- Teamwork
- Problem-Solving
- Analytical Thinking
- Content Creation

EDUCATION

B.E. in Information Technology | St. Francis Institute of Technology, Mumbai | 2021 – 2025

Relevant Coursework: Web Development, Digital Marketing, Data Analytics, SEO, Digital Business Management, Data Mining & Business Intelligence, Database Management

EXTRACURRICULAR

Public Relations & Marketing Head — SFIT
Jul 2022 – Jun 2024

- Led PR and digital marketing initiatives for college-wide cultural, technical, and national-level events.
- Managed multi-platform promotions (Instagram, LinkedIn, Facebook), improving engagement and participation.
- Secured sponsorships and partnerships with brands including Hell Energy, Mogu Mogu, and GeeksforGeeks.
- Coordinated outreach, collaboration, and communication across colleges, increasing event turnout by 30–40%.