Gourav Basera

(+91) 7042574559 | Gouravbasera06@gmail.com | [Linkedin](#) | [Github](#) | [Portfolio](#)

Summary

Results-driven Software Developer and SEO specialist with a strong track record in boosting online visibility and user engagement. Currently a Freelance Web Developer, I have launched responsive websites for various clients. Proficient in HTML, CSS, JavaScript, React.js, and Node.js, I have experience in both Software Development and SEO, delivering personalised solutions that meets client requirement. Passionate about learning all the technical skills to create impactful experiences.

Experience

Freelance Web Developer   **Ghaziabad, India**

Freelance Web Developer   Feb 2024 to Present
- Developed and launched responsive websites for clients including [Fitness Stack](#), [Ecliptech](#), and [Natraj Properties](#), enhancing their online presence and user engagement.
- Collaborated closely with clients to understand their needs and deliver tailored solutions, ensuring project goals were met on time.

Affrise Media Pvt. Ltd.   **Gurugram, India**

Senior SEO Executive   Apr 2024 to Present
- Drove SEO initiatives that increased organic clicks from 500 to 6,120 per month, achieving a 1,124% growth in online visibility.
- Implemented robust backlink strategies, on-page optimizations, and technical SEO enhancements to improve website performance.
- Collaborated and Helped Web Developers to ensure SEO best practices were integrated into site architecture.

Zummit Infolabs   **Ghaziabad, India**

Junior Web Developer   Feb 2024 to June 2024
- Contributed to the development of an appointment booking website for therapists focused on mental health.
- Utilized technologies including HTML, CSS, JavaScript, React.js, Node.js, and Express.js to create responsive frontend interfaces and efficient backend services.
- Developed user authentication and SMS verification APIs using Twilio, streamlining the onboarding process for users.
- Participated in client meetings to gather requirements, ensuring effective communication between clients and the development team.

Inciterz Tech. Pvt. Ltd.   **Noida, India**

SEO Specialist   Apr 2023 to Apr 2024
- Led comprehensive SEO strategies, optimizing keywords and conducting regular website audits.
- Created lead-specific Facebook campaigns, emphasizing tier 1 areas.
- Coordinate with design and content teams to ensure visually appealing content, adhering to an 80/20 rule.
- Monitor KPIs, including reach and engagement, refining strategies for optimal performance.

Brand Visage Communications   **Delhi, India**

SEO Executive   Mar 2022 to Apr 2023
- Increased organic traffic through content optimization and local business strategies.
- Managed influencer marketing initiatives in collaboration with the content team.
- Assisted the PPC team with campaign optimization and performance monitoring.

Technical Skills

Languages: HTML, CSS, JavaScript
Frameworks: Tailwind CSS, React.js, WordPress. Express.js, Bootstrap, Node.js
Developer Tools: Git, GitHub, VS Code, MongoDB, Jira, Postman
Expertise: Frontend Development, Backend Development, Responsive Designs, Low Code Platforms
Additional: SEO, Google Ads, Meta Ads, Marketplace Management, Online Reputation Managment, Social Media Marketing
What's Next: Java, Data Structure and Algorithms, Spring Boot, Linux OS, Vim

Education

Indira Gandhi National Open University   **Noida, India**

Bachelor of Computer Applications   Aug 2019 to Jun 2022