

Gauri Harbola



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Summary

A focused, dedicated manager.

An individual who is committed to developing strong business relationships with end-to-end customer communication and service delivery.

Skilled in SEO, Microsoft Word, Communication, Analysis, Easily Adaptable, and Presentation Skills.

Experience



Search Engine Optimization Manager

Digi Acai

Mar 2022 - Present (1 month +)

- Create effective strategies for search engine optimization.
- Team management of SEO specialists.
- Optimize the content of landing pages, blogs and websites.
- Report on aspects of SEO such as traffic and rankings, collect data.
- Familiarity with relevant tools (e.g. Screaming Frog, MOZ) and web analytics tools (e.g. Google Analytics, WebTrends)



Assistant Manager

Digi Acai

Jul 2021 - Mar 2022 (9 months)

- Oversee day-to-day operations and work
- Work closely with SEO Manager
- Managing projects as assigned and organising teams to assist in these efforts
- analyzing websites for issues, Website and content optimization
- Creating and implementing search engine optimization (SEO) strategy
- Managing onsite optimization projects and reporting on performance
- Prepare and present reports regularly
- Technical Seo Audit, website analysis, Competitor Analysis
- Quora & Pinterest Marketing



Search Engine Optimization Analyst

Digi Acai

Mar 2021 - Jun 2021 (4 months)

- Plan and execute SEO strategy that meets aggressive growth targets and efficiently drives positive results
- Identify, measure and report key SEO KPIs such as keywords ranking etc.
- Monitor search console, google analytics, etc.
- Creating On/Off-page plans with keyword research.

- Knowledge of Wordpress, shopify
- Work closely with the content team to create high value and traffic content (e.g., blogs, articles, etc.)



Digital Marketing Intern

Digi Acai

Dec 2020 - Mar 2021 (4 months)

- Conducting keyword research using dedicated software, tools and generating new keyword ideas.
- Monitoring website traffic, search results, SEO Audits, Blogger outreach.
- Overseeing content creation and offering suggestions.
- Assisting project managers with key deliverables
- Researching and implementing content recommendations for organic SEO success
- Performing extensive keyword research
- Working on on-page optimization.



Content Writer

AV-Scrapers Solid Waste Management (LLP)

Jun 2020 - Dec 2020 (7 months)

- Plan and manage social media platforms.
- Prepare accurate reports on the marketing campaign's overall performance.
- Manage the organization's website
- Optimize content for the website and social networking channels such as Facebook, LinkedIn, Instagram, etc



Digital Marketing Intern

Scatter

May 2019 - Jun 2019 (2 months)

Spiral Content Solutions Private Limited launched a content management platform and service, Scatter. It helps brands scale content creation and manages their digital assets by combining best-in-class content strategy, smart storytelling and a suite of proprietary mar-tech solutions.

- Responsible for Publishing News and In-House Content on Website through WordPress using Yoast Plugin.
- Leading Keyword Research.
- Search Engine Optimization of blogs
- Identify the latest trends and technologies affecting our industry.

Education



DIT UNIVERSITY

Bachelor of Technology, Information Technology

2016 - 2020

Licenses & Certifications



Google Ads Search Certification - Google Digital Academy (Skillshop)

Issued Jul 2020 - Expires Jul 2021

54920525



The Fundamentals of Digital Marketing

32J TKZ 79P



The Complete Digital Marketing Course - Udemy

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Skills

Leadership • Digital Marketing • Search Engine Optimization (SEO) • Web Content Writing • SQL •
Management • Keyword Research