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Hospital, Thaltej, A'bad

# Shweta Contractor

Digital Marketing Executive

## SUMMARY

Results-driven SEO activities with 1.5 years experience. Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords

## INTERNSHIPS

### Jr SEO Executive

Nov '18 - Jan '19

#### Hidden Brains Infotech

A Regular Daily Link Building Using Different And Latest White Hat SEO Techniques  
I had enhanced lots of skill in that company. It was the best experience working with HiddenBrains.

## PROFESSIONAL EXPERIENCE

### SEO and SMM Executive

Feb '19 - Mar '20

#### Nipra Digital

Ahmedabad

#### Keyword Analysis

Researching the best keywords using tools like Word Tracker, Keyword Discovery, Google Keyword tools etc. On 3 major factors relevancy, popularity, and compositeness.

#### On-page Optimization

Meta Tags Optimization, Page Headings, page content optimization, Image Optimization, XML sitemap creation & submission, Robots file creation/optimization.

#### Off-page Optimization

Directory Submission, Blog Creation & posting, Social Bookmarking, Business Profile listing, Video Submission, Press Release Promotion, Article Promotion, Blog commenting, Forum postings.

#### Social Media Marketing

Creating/updating and design fan page and twitter profile for great user experience.  
Working on various social networks like LinkedIn, YouTube, Flickr, etc.

#### Web Analytics

Generation & Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies

## KEY SKILLS

SEO

SMM

Link Building

Email Marketing

## EDUCATION

### B.Sc Computer

Jun '07 - Jun '10

#### R.G.Shah Science Collage

Ahmedabad

## DECLARATION:

I hereby declare that all the above information is true to the best of my knowledge.

**Shweta N Contractor**