

SHIVANGI THAKOR

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CAREER OBJECTIVE

I want to work with a progressive organization where I could utilize my knowledge & skills for mutual growth.

PROFESSIONAL EXPERIENCE

Work as a Jr. Seo Executive at Vexma Technologies Pvt Ltd, Vadodara from 2019 – July 2021.

- Perform full keyword research and develop related strategies
- Using Google Analytics to conduct performance reports regularly
- Researching and implementing content recommendation for organic seo success.
- conducting on – site and off – site analysis
- Have working knowledge in HTML & CSS.
- Perform full SEO site audits and analysis
- Technical SEO
- Making Strategies for Link Building
- Competitors Analysis
- make poster for social media
- Learning Social Media Marketing

SOFTWARE TOOLS

Google Analytics, Google Search Console, Google ads, Semrush, Screaming Frog, Ahrefs, Ubersuggest, Google Trends,

PERSONAL SKILLS

- Can work under pressure to meet deadlines.
- Team work
- Willingness to learn
- Quick Learner
- Work Independently

EDUCATIONAL QUALIFICATIONS

- Completed BBA with 58.46% from Dharmsinh Desai University.
- HSC with 56.66% from Gujarat Board.
- SSC with 70.16% from Gujarat Board

SPECIALITIES

On page Optimization –

- Keyword research, Analytics & Review
- Improved keyword Density
- Creation of Meta tag Title, Description and Keywords
- Alt tag Optimization
- Google webmaster and Google Analytics
- H1 Tag and Alt Tag Optimization
- XML Sitemap
- Robots.txt file
- Broken Link check
- Internal Link

Off page optimization –

- Directory submission
- Business Submission
- Forum posting
- Blog posting
- Classified posting
- Social Bookmarking
- Press Release Submission
- Document sharing
- Image sharing
- Blog commenting

ACADEMIC PROJECT

- Industrial training “Ajanta Ltd” in the year 2015.
- Project on “Parachute hair oil & Bajaj almond hair oil” in the year 2016 (Marketing) ·

Report on “Wipro Ltd” in the year 2016 (finance)
· Report on “Uday industry” in the year 2017

EXTRA-CURRICULAR ACTIVITY

· Participated in a business venture competition.

PERSONAL PROFILE

Date of Birth: 16/05/1998

Languages Known: English, Gujarati, and Hindi

Hobbies: Listening music, watching movies, Internet surfing