

Curriculum Vitae

Pooja Nayi

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Applied for: SEO Team Leader

Experience: 6+ years

Career Objective:

Aim to work in a challenging work environment where I can utilize my expertise in resolving the problems in test-plans and advocate my analytical skills towards the growth of the organization.

Education:

SSC with 77.23% from Gujarat Higher Secondary Board

Diploma in Computer Engineering

University: Gujarat Technological University

Score: 6.82 SPI

Experience:

Datasoft Technology Solutions

Job Profile: SEO Team Leader

Duration: 16-11-2019 to Till Date

Webslaw India Pvt Ltd:

Job Profile: SEO Team Leader

Duration: 16-11-2017 to 20-09-2019

TechnoAdviser Technologies Pvt Ltd.

Job Profile: Sr.SEO Executive

Duration: 11-2-2016 to 10-10-2017

Gems Digital Media

Job Profile: SEO Executive

Duration: 07-03-2013 to 7-11-2015

Responsibilities:

- Project Audit, planning, coordinating, and implementing
- Maintaining and monitoring project plans, project schedules, work hours
- Effectively communicate project expectations to team members in a timely and clear fashion.
- Organize, attend and participate in meetings.
- Manage business processes and change requests
- Keep track of project deadlines and follow up with development team on a regular basis
- Proactively monitors project status and communicates with team, and management about potential scope changes and other issues
- Coordinate with HR & other management for overall performance issues of team members
- Website and Application complete manual testing
- Monitor and evaluate web analytics dashboards and reports
- Manage team members and work load
- Producing regular audits and writing up detailed monthly performance and Progress reports for clients.
- Resolving technical issues related website with the help of technical team

RESPONSIBILITIES AS AN SEO

- Plan and execute all digital marketing activities
- Manage and execute implementation of SEO strategy
- Research, understand and stay up to date on the latest Internet marketing trends, search engine algorithm, rules and techniques
- Responsible for Handling Onpage and Offpage
- Continually monitoring organic search rankings to increase traffic
- Selecting business appropriate keywords
- Carrying out competitor research
- Responsible to manage social media accounts if required
- Responsible to deliver monthly detailed analytics report and work report of all team members

Professional Skills:

Management Skills:

Strong monitoring and reporting skill

Team Management

Ability to self-motivate and adapt, with strong organizational, time-management and analytical skills

Verbal, written and presentation skills

SEO Tools:

Google Webmaster and Google Analytics, Google Tag Manager

Google Adword, Keyword planner tool

Raven Tool, Open Site Explorer, GTMetrix, Majestic SEO

Site Analysis:

Complete technical and analysis report of website, Content Analysis, The report includes Onpage, Offpage, Social Media,

Content marketing factors of website

Onpage Knowledge

Complete SEO Onpage and Offpage Activities

Profile:

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