DIVYA PATEL

B/2, Matrudeep society, Nr, Vaishali road Nadiad-387002
8849345587
pateldivya178@gmail.com
www.linkedin.com/divya-patel

SUMMARY OF QUALIFICATIONS

- 2 years 6 months of experience with Search Engine Optimization **at ZEALOUSWEB PVT LTD**.
- Ability to work in team-oriented environment as well as independently.
- Achieve time management skills and finishing projects before deadlines during my job at Zealous web.
- Strong skills in Microsoft Excel, MySQL, JavaScript, Java, CSS, HTML, SEMrush, On Page Activities, Off Activities, Organic SEO, Local SEO, Keyword Research, Google Analytics, Grammarly, Link Building.
- Good at collecting and analyzing data from various sources.
- Developed my personal blog www.tripbyd.com.
- I also write **blogs** and maintain a blog site with a vast experience in **content writing**.
- Excellent communication skills as I interact with clients every week.

TECHNICAL SKILLS

- **Programming Languages**: - C, C++, XML, Java, Asp.net
- **Markup Languages**: - HTML, CSS, Bootstrap.
- **SEO Tools**: - SEMrush, Google Analytics, Google search console, Bing webmaster, Google keyword planner, MOZ, Keyword.io.

EDUCATION HISTORY

- **Master of Computer Applications** April 2015 – April 2017
  Charotar University of Science and Technology, India, Gujarat
  (Achieved 76.06% during the completion of my course).
- **Bachelor of Computer Applications** April 2012 - April 2014
  Dharmashingh Desai University of Technology, India, Gujarat.
  (Accomplished the course with 65.33%)

RELEVANT EXPERIENCE

CONTENT CREATOR (Intern) July 2018-September 2018
Glorywebs Creatives Pvt.Ltd, Gujarat, India

- **Tools Used:** - Grammarly, Plagiarism.
- Produce well-researched content for publication online and in print
- Deliver drafts of content or finished project with in deadlines.
- Showing team collaboration by cooperating with the team developers, web publishers and content managers.
- Develop content for various platforms such as websites, Product description, email marketing, videos and blogs.
- Maintaining company's best practices and helping them thrive in their goals.

SEO EXECUTIVE October 2018-Present
ZealousWeb Technologies Pvt.Ltd, Gujarat, India

- **Tools Used:** - SEMrush, Google Analytics, Google search console, Bing webmaster, Google keyword planner, MOZ, Keyword.io.
- Conducting weekly meetings with abroad clients.

- Conducting on-site and off-site analysis of your client's SEO competitors.
- Generate performance reports with the tools like Google Analytics.
- Collaborating with Content team in the creation of high quality, informative SEO content.
- The creation of on-site and off-site SEO strategies for clients in various industries.
- Occasionally contributing to the company blog.
- Carrying out detailed keyword research according to the latest keyword strategies.
- Keeping up to date with the most recent developments in Search Engine Marketing (SEM).

PERSONAL WEBSITE

Tripbyd (Owner www.tripbyd.com**)**   March 2020
Technologies Used: - WordPress, Grammarly, Plagiarism

- Created using word press and hosted on platform
- I write blogs on new developed technologies and trending topics in the world.
- Write blogs on the places in travel so that people get to know the best places to travel.
- Used Google analytics to rank by website.
- Trying to learn new technologies like Pay Per Click to my website which is currently not implemented.

ACADEMIC PROJECTS

Workflow Based Complaint Management System   November 2016-June 2017
Technologies Used: -**VB.NET.**

- Created a software which handled various types of complaints which occurred in a product of an organization.
- The process of complain handling was automated.

Quick Health   July 2016-September 2016
Technologies Used: - Android, Visual Basics, SQL

- The application emphasized on finding hospital and medical stores.
- The project helped me to enhance different skills like project management, working on teams and work distribution.

Fresher's Applier   September 2017-December 2017
Technologies Used: - PHP, MySQL, WAMP

- Developed a website which focused on helping people or freshers in planning for their jobs.
- Designed and developed in a way that they can use it for job applications in multiple job portals.

CERTIFICATES

Writing Tools and Hacks   June 2020
    Udemy course that focused on blogging, Content writing and copyright.
Competitive Analysis and Keyword Research Test   April 2020
    Emphasizes on SEMrush which helps in improving and tracking ranking of websites
Keyword Research Exam, SEMrush Audit Exam   April 2020
    Helps to enhance the way you search for Keywords.
Felicific   October 2014
    Cultural Event Head in Felicific.
National Cadet Corps Military, St. Marry's High School   July 2010
Accomplished 2 years.