**E-2,Shiv Ganesh Residency,Nikol Road**

**Ahmedabad-382350**

**Email id** [**:kshatriyamonika49@gmail.com**](mailto:kshatriyamonika49@gmail.com)

**KSHATRIYA MONIKA.S.**

**Contact No:9265191177**

## CareerObjective:

To be a part of reputed organization that will utilize my potential so I can contribute to growth organization

**My Corestrength:**

 **Ability to adapt to fast changing work environment.**

 **Demonstrated leadership qualities.**

 **Self-motivated and hard worker with a high level of integrity to meet deadlines.**

 **Having capability to analyze problems.**

# PROFILE

4 Year of Strong experience in Digital Marketing. knowledge and experiences of all digital marketing methods and types which includes:

* White Hat, Black Hat, On-page/site Optimization, Off-page/site Optimization
* Seo
* Smo
* Video Creation.
* Youtube Promotion

# SEOAnalyst Mar 2020

**EDATAMINE .Responsibilities:**

* + - Work on: SEO(ON-Page & ON-Site, OFF-Page) including Wordpress setup, PPC, Adword keyword planner, LinkBuilding.
    - Experience in developing and managing digital aspects of the website which is developed on Wordpress CMS using theme and plugins customization as well as manual cashback tracking system based on User ID/name. Also,
    - identify opportunities for increasing their organic traffic, online visibility, leads andsales.
    - Work on additional content strategies for in areassuch PBN, blogs, images, vedios, etc.
    - Work on: SEO(ON-Page & ON-Site, OFF-Page) including Wordpress setup, PPC, Adword keyword planner, LinkBuilding.

# SEO/SEM:

Analysis of websites current situation, research on SEO back links history to check if site already penalized or not. Recovery of penalized sites. Knowledge of Social Media and its use in Online Marketing. Understanding of Google+, Facebook, Youtube, other social networks. Knowledge of seaech marketing uses of 2.O platforms.

# On-Page/site optimization

* + - Participate in implementing white hat ethical SEO strategies for cashonbuy website with more than 100kproducts
    - Work on regular optimization of on-page content on various pages, using SEO Powersuite, SEMrush for competition research, analysis and tracking SEOprogress.
    - Work on title tags,meta data, keyword, description on regular basis for search engine optimizationcompliance.
    - Work with development team of cashonbuy to analyze sitecode.

# Off-Page/site optimization

* + - Procuring quality inbound links from blogs, forums and other relevant, content specific and niche relevant sites, focused more on private blogs network of 20 High DA/PA and CF/TFmetrics.
    - Work on content strategies(article, press releases, etc.) to submit to various platforms/sites.
    - Making appropriate comments on relevant, do follow blog sites to procure high qualitybacklinks.
    - Exploring new online resources for generating backlinks, using latest white hat techniques such as research influences, manage relationships, and conduct outreach that’s personalized andefficient.
    - Leveraging Web 2.O sites/platforms to publish content with links back to oursites.
    - Work on Social media optimization to augment the traditional SEOactivities.

# PROFESSIONAL EXPERIENCE

# SEOAnalyst Mar2019 TO Mar 2020

**Global Websoft Pvt. Ltd(India)**

|  |
| --- |
| 603, 6th Floor, Mangal Murti Complex, Opp. City Gold Cinema, Ashram Road, Ahmedabad - 380009 GUJARAT, INDIA |
|  |

# Responsibilities:

Developing and implementing effective search engine optimization (SEO)strategies

Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities

Managing offsite and on site optimization projects and reporting on performance Manage team of [SEOSpecialists](https://resources.workable.com/search-engine-marketing-specialist-job-description)

Optimize website content, landing pages and paid search copy

Direct off-page optimization projects (e.g. link-building)

Collect data and report on traffic, rankings and other SEO aspects

# Create, Run & Optimize Successful SOCIAL MEDIA(Facebook) and PPC Compaigns

Build and execute social media & PPC strategy through research, benchmarking, messaging, and audience identification

* + Write, develop, and strategize online content production and scheduling
  + Assist with crisis management, bad reviews, and negative news communications
  + Generate, edit, publish, and share content daily (original text, images, video, and HTML)
  + Build meaningful connections and encourage community members through dialogand messaging
  + Create and maintain company social media pages and profiles
  + Moderate user-generated content and messages appropriately,basedon companyand community policies
  + Create and implement social media marketing plan and editorialcalendar
  + Track and analyze analytics reports to gain insight on traffic, demographics,and effectiveness; utilize this information to positively affect futureoutcomes
  + Collaboratewithotherdepartmentstomanagecompanyreputation,coordinate promotions, and increasereach

# PPC

* + - Work on keyword research and selecting product-specific keywords for PPC campaigns.

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# Web Analytics

* + - Using web analytics to analyze traffic trends and behavior and measure success of SEO/SEM efforts.Used web traffic analytical software such as Google Analytics.

# SEOAnalyst Jan2017 to Mar 2019

**AIS TECHNOLABS PVT.LTD.Responsibilities:**

* + - Experience in developing and managing digital aspects of the website which is developed on Wordpress CMS using theme and plugins customization as well as manual cashback tracking system based on User ID/name. Also,
    - identify opportunities for increasing their organic traffic, online visibility, leads andsales.
    - Work on additional content strategies for in areassuch PBN, blogs, images, vedios, etc.
    - Design a plan to build and grow a blog network of 20+ blogs/ forsis.com.

# Areas of Interest

* + - Digital Marketing(SEO,SMO)

# Career objective

Aspiring to work with an organization that offers responsible position where I can utilize my skills and capabilities to carve a niche for myself and effectively deliver towards contributing to the organization’s aspirations and also enhance my personal growth

through continual upgrading of knowledge

# Strength:

**Interpersonal**: strong written and spoken communication, multi lingual (English, Hindi and Gujarati), problem solving and decision making, ability to work in challenging environment and learning from adverse situations, meticulous and a quick-learner.

**Knowledge For different Seo On Page Work:**

* GoogleAnalytics
* GoogleAdwords
* Webmaster Tools
* Meta Tag & Meta KeywordDescription
* Sitemap generator

# Differnt Seo Tools Use:

* Semrush (Competitor Link)
* Ahref (CompetitorLink)
* Mozbar
* Backlinko
* Seo Web Page Analyzer(site analysis)
* Broken Link Checker(A href)
* Hunter.io(how many email are use in website)
* GTMetrix(Loading Speed your web pages)
* Small seo tools(plagiarism checker)

# Knowledge For different Seo Off Page Work:

* SocialBookmarking
* Articlesubmission
* DirectorySubmission
* Blogcomment
* DocumentSharing
* RebloggingSubmission
* BlogPost
* InfographicSubmission
* BlogCreation
* Document Submission
* ImageSubmission
* Web 2.0
* Guest Posting
* Video submission

# Educational Qualifications:

**Master ofComputerApplication( MCA)** 2016

**Bachelor ofComputerScience(BCA)** 2012

**HSC** March2009

**SSC:** March2007

**Date: Kshatriya Monika**