NIKITA GAUTAMBHAI BORISA

16 Dharmanath Prabhu Society,, Near Adiswar nagar, Naroda ♦ 7802951863 ♦ [borisanikita@gmail.com](mailto:borisanikita@gmail.com)

CAREER OBJECTIVE

Highly effective Search Engine Optimization Executive with over 1.5 years of experience specializing in on site and off site optimization.

EXPERIENCE

# Pratap Technocrats

MIS Executive

*01-06-2014 - 30-07-2016*

I had to mantain Excel sheets on daily basis, monthly basis and yearly basis. Keeping record of installation of equipments has been done on sites

Taking update regarding preventive maintainance of sites.

# Blurbpoint Media Pvt Ltd

SEO Executive

*23-06-2018 - 30-06-2019*

Conducting on-site and off-site analysis of your clients’ SEO competitors.

Off site activities includes various activities like Guest Post, Resource link building, Blog comment, forum posting, Business Listing, classiﬁed ad submission, Educational Links etc.

Using programs such as Google Analytics to compile regular performance reports. Assisting the 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.

Paying particular attention to any signiﬁcant Google algorithmic changes.

# Freelance To India - FTI Technologies

SEO Executive

*01-08-2019 - 31-07-2020*

Performing Guest post activities on In house project. Learned about Social media marketing. and implemented it.

Using Google analytics to go through all over website traﬃc perfomance.

# Freelacing

Content Writer

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To enhance my writing abilities I have tried to post blogs and articles on various websites. Here I am sharing links of that particular post:

https://mixreads.com/how-to-lose-your-weight-in-this-summer-611

https://[www.certitudenews.com/how-intermittent-fasting-can-help-you-to-lose-weight-in-this-](http://www.certitudenews.com/how-intermittent-fasting-can-help-you-to-lose-weight-in-this-) winter/

EDUCATION

# Babasaheb Ambedkar Open University

BCA 73%

2017

**Nirma University** Diploma In Computer 80%

2015

TECHNICAL SKILLS

On Page SEO Off Page SEO Communication MS Oﬃce

INTERESTS

Reading

PERSONAL PROFILE

Date of Birth : 26/07/1996

Marital Status : Single

Nationality : Indian

Known Languages : English, Hindi, Gujarati

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