



# POONAM DUBEY

**SR. SEARCH ENGINE OPTIMIZATION  
EXECUTIVE**

## PROFILE

Oriented and results-driven professional with 5+ years of SEO experience seeking to leverage expertise in web development. Adept at creating responsive and user-friendly websites, proficient in HTML, CSS, JavaScript, and other web technologies. Eager to contribute to innovative projects and continue learning in the field of web development.

 Bengaluru, karnataka

 8085084931

 poonamdubey993@gmail.com

 <https://www.linkedin.com/in/poonam-tiwari-362a3898>

## EDUCATION

**Master's technical (VLSI) 2022**

RGPV University, Bhopal

**Bachelor's Engineering (EC) 2014**

RGPV University, Bhopal

## PROFESSIONAL EXPERINEECE

### OMR Digital

#### Search Engine Optimization Mangar

Jan 2023 – Dec 2023 Indore, Madhya Pradesh

- Plan, develop, and implement our SEO strategy
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Identify our buyer persona to better target identified audiences
- Identify problems and deficiency and implement solutions in a timely manner
- Suggest improvements in process and productivity optimization
- Collaborate with web developers and marketing team
- Stay up to date with the latest SEO and digital marketing latest trends and best practices

## SKILLS

- Proficient in HTML, CSS, and JavaScript
- Familiarity with front-end frameworks such as React or Vue.js
- Basic understanding of back-end technologies, including Node.js or Python
- Experience with version control systems (Git)
- Knowledge of responsive web design principles
- Understanding of web development best practices and coding standards

## **Studio52 Media & Technology Group**

### **Sr. Search Engine Optimization**

Jan 2021 – Sep 2022     Indore, Madhya Pradesh

- Develop strategy to build website traffic (Organic traffic) & Lead generation (Organic leads)
- Perform competitors research – Marketing campaigns, Traffic source and their strategies
- Website reputation building over Search engine platform's, Social media platform's and B2B platform's
- Manage Press release activities
- SEO On page, Off page strategy building and implementation and assess link building opportunities
- Blog and website content optimization Strategy building for that
- Keyword analysis & ranking i.e. hire cloud computing solutions provider at 1st place in UAE & Saudi Arabia (more than 150+ keywords are ranked in under 50 position)
- Work on Zendesk live chat & Fresh chat for the websites
- Google analytics, Google search console tracking and reporting on weekly/monthly bases etc.

Projects :- <https://studio52.tv>

<https://www.uaefilmpermit>   <https://www.sharpeagle>

[ukhttps://www.gotomarket.co.uk](https://www.gotomarket.co.uk)

## **Alpha Infolab Pvt. Ltd**

### **Digital Marketing Executive**

Dec 2019 – Dec 2020     Indore, Madhya Pradesh

As a Digital Marketing Executive, my role was to manage website and increase the organic traffic & improve its online presence. Apart from SEO, I had manage social accounts to advertise and post the latest updates.

## **NXT Vision Pvt. Ltd**

### **Jr. SEO Executive**

Jan 2019 – Dec 2019     Indore, Madhya Pradesh

Create a strategy to get more conversion organically. Worked on client's websites and blog section (Blogger & wordpress).

## **SKILLS**

- Develop SEO ON Page/Off Page Strategy
- Website Reputation Building
- Social Media Marketing (LinkedIn Facebook, Instagram)
- Social Media Optimization
- SEMRUSH, Ubersuggest, AHREF, MOZ tool Expertise, Canva
- Google Analytics Research and Reporting
- Search Console Research and Reporting
- Lead Generation (Organic Paid both)
- Competitor Research
- Keyword Research (Keyword Planner Tool)
- Zendesk Live Chat Support
- Website & Blog Content Optimization Quality Link Building

## **LANGUAGE**

- English
- Hindi

## **PERSONAL INTEREST**

- Reading Novel
- Playing Badminton
- Travelling

## Intuit InfoTech PVT LTD

### Customer's technical support manager

Jan 2017 to Dec 2018      Indore, Madhya Pradesh

- Solved Technical Error of White Level Panel.
- Provided Online Technical Support for clients.
- Mentoring of campaigns and Delivered of campaigns.
- Lead generation, Web Scraping, Web Search, Excel, Data Processing (Data verification), Data Entry.
- Knowledge of finding Customer Name, Company, Address, Detailed Contact Information, Email Address, Telephone Numbers, Assets etc.
- Knowledge about: WhatsApp, SMS and Voice call Marketing Campaigns.
- Knowledge about: Excel, Email & Data pulling, Scraping and Verification.

## PERSONAL DETAILS

Husband's Name: Mr. Krishn Tiwari

Marital Status: Married

Birthday: Jan 1, 1993

Nationality: Indian

Gender: Female

I, Poonam Tiwari, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief

Poonam Dubey

Bengaluru, Karnataka