Aashif

SEO Specialist

Results-driven SEO professional with around 5 years of experience in improving website ranking through effective keyword research, on-page optimization, and off- page optimization. Proven track record of increasing organic traffic and boosting search engine visibility. Skilled in using various SEO tools and analytical platforms.

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EXPERIENCE

Real Homez, Noida

Digital Marketing Executive

June 2023 - Present

- Managed and executed comprehensive digital marketing strategies, including SEO, social media marketing, and PPC campaigns.
- Optimized SEO for the company's websites, improving search rankings and increasing organic traffic.
- Collaborated with the web developer to design and launch new sites, integrating strategic SEO improvements to maximize visibility and drive traffic.
- Led content creation for a successful real estate YouTube channel, focusing on property listings, market trends, and investment insights.
- Worked closely with the sales team to create targeted campaigns that supported lead generation and conversion goals..

KADE Ventures, Noida

SEO Specialist

May 2022 - June 2023

- Conducted comprehensive keyword research, competitive analysis, and website audits to identify opportunities for optimization.
- Developed and executed on-page and off-page optimization strategies, resulting in a 40% increase in organic traffic within six months.
- Collaborated with content creators to develop SEO-friendly content and improve website rankings.
- Monitored performance metrics using Google Analytics, provided insights, and suggested strategies for improvement.

Echrontech, Delhi

SEO Executive

July 2020 - May 2022

- Conducted keyword research and optimized website content to improve organic search rankings.
- Implemented on-page SEO techniques, including meta tag optimization, URL restructuring, and internal linking.
- Executed link building strategies to increase the website's authority and organic visibility.
- Stayed updated with the latest SEO trends, algorithm changes, and industry best practices.

SKILLS

- Keyword Research and Analysis
- Content Creation and Optimization
- On-page and Off-page Optimization
- Website Audit and Analysis
- Link Building and Guest Post Outreach
- SEO Tools (Screaming Frog, Ahrefs, Google Analytics and Search Console)

EDUCATION AND CERTIFICATIONS

Blue Arrey Academy

Technical SEO and SEO Manager Certification Course 2022 & 2023

Digital Vidya, Gurgaon

Certified Digital Marketing Master Course 2020

Board of High School and Intermediate Education Uttar Pradesh

Intermediate Science (12TH) 2018

PROJECTS WORKED ON

Exhale Wellness, HolistaPet, Happy Go Leafy, Social Zinger, The Island Now, Real Homez and more.

PUBLICATIONS (Top Stories and Sponsored Articles / Parasite SEO)

WebMD, Men's Journal, Orlando Magazine, US Weekly, San Diego Magazine, Times of Israel, Analytics Insights, Outlook India and many more.