



📍 Pune

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SUMMARY

Performance-driven seo executive with several years of experience in SEO & PPC, specializing in driving online visibility and performance for global enterprise brands.

SKILLS

- Marketing Analytics
- Branding
- Key Performance Indicators (KPIs)
- Telecommunications
- Content Marketing
- Moz (SEO Software)
- Teamwork
- Collaboration
- Marketing Communications
- Microsoft Office
- Relationship Management
- Web Traffic
- Growth Strategies
- Financial Data
- Search Engine Marketing
- Microsoft Excel
- Search Engine Optimization Management
- Digital Marketing
- SEMrush (Software)
- Keyword Research
- SEO proficiency

Bhumika Vashistha

EXPERIENCE

March 2024 - Current

SEO Lead Trisdel Media Pvt Ltd | Pune

- Created social media campaigns to engage customers and improve brand awareness.
- Identified opportunities for improvement in existing SEO and SMO processes. Utilized Google and Adobe Analytics.
- Conducted link building activities to boost organic search results.
- Collaborated with other departments such as marketing and PR teams to ensure successful execution of campaigns.
- Provided SEO training and guidance to content creators and marketers within the organization.

November 2022 - March 2024

Sr. Technical Consultant (SEO & PPC Analyst) Experis Manpower Group - Client Dell Technologies | Pune

- Managed and implemented SEO strategies for Dell Support pages, boosting online visibility and performance
- Utilized advanced SEO techniques and tools such as the Conductor Tool, seoClarity, SEMRush, and Google Analytics. Optimized website content and structure to align with industry best practices and search engine algorithms.
- Monitored and analyzed SEO-related KPIs including organic traffic, keyword rankings, and conversion rates. Conducted ongoing keyword research to enhance products and services across diverse sectors.
- Collaborated with internal marketing teams to ensure integrated and consistent messaging across channels, supported PPC ad copy, and aligned content to enterprise style guides.

June 2019 - October 2022

Sr. SEO Researcher Noise | Gurugram

- Monitored and optimized marketing campaigns to uplift company's business by up to 4X.
- Conducted keyword research and utilized Google Analytics for optimization of social media platforms. Managed brand pages to enhance online presence.
- Managed and enhanced the Business's Analytical Reporting system through continuous monitoring for campaigns optimization
- Implemented Persona Based Audience Targeting to boost sales
- Conducted competitor analysis and researched content marketing and organic strategies to report business statistics based on channel performances
- Analyzed campaign performance data, optimizing strategies and enhancing ROI. Managed Landing Pages, Blog Management, and developed innovative Website Development Ideas.
- Performed UAT on new website development and blog management. Monitored marketing KPIs and reported on campaign effectiveness. Coordinated with cross-functional teams to ensure cohesive branding across channels.

January 2019 - May 2019

Sr. SEO Analyst Elsner Technologies | Ahmedabad

- Executed various SEO tasks including keyword analysis/research, competitive analysis, sitewide audits, and link building strategy while ensuring the upkeep of website content
- Implemented and utilized website analytics tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, and Screaming Frog.
- Analyzed CRM dashboard and formulated strategies to enhance reach and ROI
- Utilized statistical packages to analyze large datasets such as Excel and employed knowledge of statistics
- Worked on 30+ business development proposals in the areas of Branding, Marketing & Communication, Analytics, and E-commerce to secure lucrative deals
- Liaisoning with Clients/Media Agencies and managing projects among Fortune 500 companies operating in FMCG, manufacturing, life sciences and telecommunications industry across US, UK, Canada and APAC regions
- Managed a team of 8 people and oversaw their daily operations.
- Developed market plans and strategies, prepared project schedules, and ensured the workability of projects.

April 2018 - December 2018

Data Researcher S&P Global MI | Ahmedabad

- Process financial data and apply it in an accurate manner to the database.
- Maintains the corporate structure from the company's filings.
- Standardization, collection, and validation of company relationships from published reports of corporate annual, semi-annual, or quarterly financial data.

April 2016 - March 2018

Digital Marketing Executive Systematix Pvt Ltd | Indore

- Worked on 30+ business development proposals in Branding, Marketing & Communication, Analytics, SEM, E-commerce, E-mail marketing and Social Media Marketing to secure high-value deals
- Developed marketing KPIs for clients, consistently achieving and sustaining performance targets within the digital analytics team.
- Managed projects and interacted with clients for Fortune 500 companies in FMCG, manufacturing, life sciences, and telecommunications industries across US, UK, Canada, and Australia.
- Managed website content using various CMS platforms. Executed online marketing strategies including SEO, PPC, and SMO.
- Managed social media marketing and networking campaigns, while analyzing CRM dashboard data to develop strategies for increasing reach and ROI.

EDUCATION

March 2016

MBA (E Commerce)

Institute of Management Studies, Indore

April 2014

B. Tech

Jayoti Vidyapeeth Women's University (JVWU), Jaipur