



SHIKHA OSWAL

DIGITAL MARKETING - SEO EXECUTIVE

CONTACT

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PROFILE

- Result-driven and meticulous SEO executive with extensive experience performing keyword research and monitoring campaigns, developing and implementing digital promotional strategies and plans, and increasing the website ranking.
- I am seeking a full-time position where I can apply my knowledge and skills for professional growth.
- To work in a team-oriented environment and maximize my learning.
- Extremely motivated to constantly develop my skills.

WORK EXPERIENCE

SEO EXECUTIVE

JULY 22 - PRESENT CRELIOHEALTH

- SEO Performance Tracking and Reporting
- Conducted keyword research to identify high-impact keywords.
- Monitor daily performance metrics to understand SEO strategy performance
- Improve organic search results and identify profitable keywords
- Develop and implement an On-Page strategy.
- Able to complete competitive analysis of other companies within the industry using the tools.
- Utilized Google Analytics, Google Search Console, and SEO tools like SEMrush, and Ahrefs to monitor website performance.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goals.
- Conducted regular website audits to identify and address on-page, off-page, and technical SEO issues to improve user experience.
- Recommending to update content for maximum optimization and search engine rankings.
- Collaborated with content teams to create SEO-friendly, high-quality content that aligned with user intent
- Collaborated with web developers to optimize site speed and mobile responsiveness, resulting in improved rankings
- Collaborated with content writers to create compelling meta descriptions and title tags that encouraged higher click-through rates
- Collaborated closely with content writers to develop SEO-optimized content that aligned with keyword research
- Conducted content audits to identify opportunities for optimization providing actionable recommendations to improve existing content for SEO performance.

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PROFICIENCY

Search Engine Optimisation (SEO)

- Website Research (URL Structure, Content Optimisation, Heading Tag Check)
- Keyword Research (Google Keyword Planner Tool) On-Page Optimisation
- Off-Page Optimisation

Computer Skills

- Sound Knowledge of Ms-Word, Ms-Excel, Ms- Power.
- Well-versed in the use of computers Ability to work with team membership development
- Problem-Solving Critical Thinking Adaptability
- Handling pressure and deadline Networking

EDUCATION

SNDT Women's University

Bachelor's in Commerce

Attended from June 2012 to April 2015 Overall 56%
Computer as a vocational subject

S.P.J.V School Varkana

Commerce CBSE

WORK EXPERIENCE

SEO & Content Marketing Executive

SEPT 2021 TO JUNE 2022 MADHAWKS

- Research SEO keywords.
- Monitor daily performance metrics to understand SEO strategy performance
- Collaborate with others within the marketing department to manage and improve SEO strategy
- Able to complete competitive analysis of other companies within the industry
- Develop and implement an On-Page strategy.
- Experience working with popular keyword and SEO tools (Ahrefs, Google Analytics, Google Search Console, Moz, etc)

Community Manager

JUNE 2020 TO MAR 2021 OPULENCE COWO

- Ability to communicate persuasively marketing strategy development
- Assist in creating an annual marketing plan, annual event & activities, execution of marketing/Event Activities
- Oversee the Digital Marketing communication & content creation strategy
- Developing member communication strategy, and online marketing plan (Social media, Content Marketing, Blogging, etc.)

Administrative Executive

FEB. 2018 TO JUNE 2020 BNI AHMEDABAD

- Effectively manage emails and the BNI Official site as well as managing business meetings, conferences, and training.
- Responsible for different tasks within the area of responsibility ensuring knowledge and information are shared
- Administrative support to the members.

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WORK EXPERIENCE

Sr. Researcher

JULY 2016 TO SEP 2017 ACTIONEDGE KNOWLEDGE
SERVICE PVT LTD

- Telephonic Researched current market trends in different industries.
- Interviewing corporate professionals as per the requirment of the project.
- Worked on UK, Singapore, Malaysia, and other European countires-based projects.

Admit Cum Recruiter

MAY 2015 TO FEB 2016 UNIQUE INTERACTION

- Handling Admin as well as Recruiter work. Searching appropriate candidates.
- Scheduling interviews and maintaining their data. Chasing tied-up consultancies to line up candidates.
- Looking into the basic requirements of the company and handling other work also.
- Responsible for maintaining a healthy working environment.