

Mandeep Kaur

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Work Experience

Nexents Innovative Inc. — SEO & Digital Marketing Specialist

Since Jan 2023

Ontario | Canada (Part-time)

- Organic website traffic was increased by 60% as a result of targeted keyword optimisation and content enhancements.
- Achieved a 45% boost in click-through rates (CTR) by optimizing meta tags and improving search engine result page (SERP) visibility.
- Improved website's domain authority by 15 points through high-quality backlink acquisition and content outreach efforts.
- Researched and implemented technical and on-page SEO recommendations that increased organic traffic by 80%+ and secured \$2M+ in annual revenue growth.
- Stayed up-to-date with industry trends to identify keyword opportunities, which enhance organic revenue by 25%+ each quarter.
- Examined the company's potential and inefficiencies in the advertising space by conducting keyword research and optimizing Google Ad Words.
- Conducted a thorough technical audit and incorporated advanced digital marketing strategies to increase monthly hits from 20K+ to 2M+.
- Established 7+ interactive marketing strategies to attract 53% more clients to the website, resulting in an average revenue increase of 32% each year.
- Redesigned social media approach led to a 20% increase in follower engagement and a 40% increase in website referral traffic, driven by analysed user preferences.
- Acquired high-quality backlinks, increasing the domain authority of the website by 15 points through the analysis of link profiles and thorough backlink audits.

Wallace & Carey — Order Picker/Assembler

Jun 2022 – Dec 2022

Ontario | Canada

- Achieved a 99.8% order picking accuracy rate constantly, displaying excellent accuracy, which greatly influenced error-free order fulfilment and raised customer satisfaction levels.
- Expertly handled the assembly of 1000+ items every day, continuously exceeding production goals and guaranteeing the prompt and dependable delivery of goods to cherished customers.
- Effortlessly coordinated with warehouse co-workers, which resulted in a notable 30% decrease in the time it took to process orders.
- Implemented thorough quality control procedures that impressively reduced product faults by 40%. This commitment to quality not only improved product uniformity but also reduced the possibility of mistakes.
- Accurately identified the goods that need to be transported, gathered, or distributed by proficiently interpreting production schedules, client orders, and requisitions.
- Utilized a combination of manual handling, hand trucks, and electric hand trucks to convey materials, resulting in a 95% reduction in transit time and improved workflow efficiency.
- Maintained a 98% accuracy percentage in order completion before sending client orders to packing stations or shipping divisions.
- Successfully troubleshooted operational difficulties 90% of the time on their own, and escalated complicated issues to flow coordinators and area managers.

E2Matrix — SEO Executive, Team Leader

Jan 2017 – April 2022

Punjab | India

- Created and implemented SEO tactics that produced a remarkable 70% increase in organic website traffic within the first 6 months, placing the business as a leader in the sector.
- Served as an exemplary manager for a group of 4 SEO professionals, fostering a culture of cooperation that led to a 20% increase in team productivity through efficient training, mentoring, and performance reviews.
- Spearheaded data-driven decision-making by performing in-depth keyword research and analysis, which helped to improve keyword targeting accuracy and campaign efficacy by 60%.

- Managed and optimized 3 client websites, orchestrating comprehensive SEO efforts that led to a 55% improvement in search engine rankings and a remarkable 40% growth in monthly leads.
- Demonstrated technical expertise by executing complex technical SEO improvements, resulting in increased website loading speed by 10% and decreased bounce rate by 10%.
- Utilised cutting-edge data analytics technologies, including Google Analytics, to track and analyse SEO performance indicators, resulting in a remarkable 50% rise in ROI and 30% improvement in conversion rates.
- Initiated cross-functional cooperation projects with the design, development, and content teams, which had a significant 60% positive impact on the organisation, usability, and aesthetic appeal of the website.
- Conducted thorough A/B testing for landing pages, showing an impressive 15% boost in conversion rates and guiding incremental changes.
- Designed various social media graphics, short videos, and website mock-ups in Photoshop and Canva, which will enhance 40% of social media engagements.
- Planned and carried out 100+ effective link-building activities that showed an 25% increase in domain authority and improved our online authority and reputation.
- Redesigned social media approach led to a 60% increase in follower engagement and a 70% increase in website referral traffic, driven by analysed user preferences

Publications

- “Automatic Speaker Recognition System,” International Advanced Research Journal of Science, Engineering and Technology Vol.3, Issue 2, February 2016, page no. 55-59.
<http://www.iarjset.com/upload/2016/february-16/IARJSET%2014.pdf>
- “A Review of User Identification using Speech”, International Journal of Scientific Progress and Research (IJSPR) ISSN:2349-4689, Volume-13, Number-02, 2015, page no. 75-78,
http://www.ijspr.com/citations/v17n2/IJSPR_1702_144.pdf

Education

Sault College of Applied Arts & Technology, Canada.

Dec

2023

Post-Graduate Diploma in Global Business Management (Minor)

Punjab Technical University, India

Jun

2016

Master of Technology, E-Security (Minor)

Punjab Technical University, India

Jun

2013

Bachelor of Technology, Information Technology (Minor)

Skills & Interests

SEO, CPC, CTR, SERP, Data Analysis, On-Page SEO, Off-page SEO, Keyword Strategy, Digital Marketing, Google Ad Words, Google Analysis, A/B Testing, Budget Management & Optimization, Content Strategy, SEO Matrixes, Schema Markup Application, Project Planning, Result-Oriented Delegation, Link Building, In-depth SEO Reporting & Execution, Google My Business Optimization, Troubleshooting Techniques, Strategic Inventory Management, Search Console, Optimisly, Semrush, Bright Edge, Graphic Designing, Team Collaboration, Competitor Analysis, Creative Thinking, Online Presence Monitoring, Social Media Marketing, Branding, Advertising, Project Co-ordination, MS Office Suite, Social Media Campaigns, Social Media Campaigns, Canva, Adobe Photoshop.