

Mandeep Kaur

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Objective:

Dynamic and results-oriented digital marketing professional with over 6 years of experience in SEO, SMO and web development. Excels in developing and implementing digital strategies to drive online visibility and engagement. Seeking a Marketing and Digital Specialist position at Osler Foundation to leverage expertise in SEO, social media optimization, and website management to support digital fundraising and marketing initiatives.

Summary of Professional Experience

E2Matrix — SEO Executive & Team Leader (Jan 2017-April 2022)

- ✓ Develop **SEO** strategies, and implement and monitor campaigns.
- ✓ Perform site analysis, keyword research and mapping, and assess link building opportunities.
- ✓ Perform competitor **SEO** research.
- ✓ Based on analysis, results and client feedback, continually improve and modify strategies to optimize effectiveness.
- ✓ Prepare analytics and ranking reports and present to clients and management.
- ✓ Nurture client relationships and develop relationships with new clients.
- ✓ Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
- ✓ Improve a company's organic search results.
- ✓ Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines.
- ✓ Consult with independent web designers to improve the navigation of a site to enhance its search engine ranking
- ✓ Possess sound working knowledge of On Page & Off Page Optimization
- ✓ Monitoring Sites through Tracking Tools
- ✓ Competitive analysis and **SEO** updates.
- ✓ Ranking Report Preparation
- ✓ Link building (One way Link Building, Reciprocal Link Building)
- ✓ Web Page Optimization & Providing **SEO** recommendations for websites
- ✓ Keyword analysis & Competitor analysis reports
- ✓ Back Link Campaign: Article & RSS Feed Submission, Press Release submission, Blog
- ✓ Optimization/Submission/Commenting, Forum Posting, Directory Submission &
- ✓ Classified submission
- ✓ On page Campaign: Meta tags and Meta Robot Tag Creation, Robots.txt File, XML,
- ✓ TXT Sitemap Creation and Submission, **Google** Analytics Setup
- ✓ Strong familiarity with **SEO** & web 2.0 Culture: Worked on Blogs, Social Media Sites,
- ✓ Forums and Article Submissions. Discover new sites, tools and Marketing Methodologies.
- ✓ Managed a Team of SEO Trainees
- ✓ Handle Social Media Campaigns (Digital Marking)
- ✓ Write and handle Companies' Blogs
- ✓ Communicate with clients and term members related to project development, Timelines and results.

- ✓ Design online campaign and social media graphics, website banners, digital ads (social, organic), email templates, and other promotional materials.

Nexent Innovative Inc. — SEO & Digital Marketing Specialist

(Part-Time) (July 2022 – Present)

- ✓ Organic website traffic was increased by 60% because of targeted keyword optimization and content enhancements.
- ✓ Using technical SEO tactics: metadata, keywords, URL structure and slugs, hosting, indexing, and page loading to optimize on-page content for Nexent products.
- ✓ Performing Keyword Research and Competition Analysis.
- ✓ Using SEO best practices to optimize on-page content for Nexent product websites.
- ✓ Enhancing off-page optimization including Link Building.
- ✓ Building and maintaining our social media presence (Instagram, Twitter, TikTok, Facebook, LinkedIn, and others).
- ✓ Researching industry-related topics and identifying relevant blog or story opportunities
- ✓ Coordinating with marketing and graphic designers to illustrate content.
- ✓ Measuring and reporting on KPIs and web traffic analytics

My Specialties are:

On-Page Optimization:

- Conducting regular optimization of on-page content on various pages as per **Google** Algorithm
- Auditing title tags and meta data on a regular basis for search engine optimization compliance
- Working with the development team to analyze site code and provide recommendations based on **SEO** best practices
- Conducting competitive market research for each client to identify opportunities for increasing their online visibility
- Develop and implement Social Media strategies
- Planning and Implementing Website Navigation and Site structure.
- Implementing Anchor Tag optimization, Header Tag Optimization, Content Optimization, Robots.txt optimization
- Canonical issue resolution
- Fix Broken Links and 404 Errors, Duplicate Content and duplicate page and Crawler Errors & Redirects
- Creating perfect unique **Google** meta tags (meta description & meta title)
- Implementing URL Optimization, URL Mapping and Sitemap html and XML
- Fix Check Browser Compatibility, W3c Validation, Website Load Time and Page size

Off-Page Optimization:

- Procuring quality inbound links from blogs, articles, press releases, social bookmarking, directories, PDF, forums and other relevant, content-specific sites
- Making appropriate comments on relevant blog sites to procure backlinks
- Exploring new online resources for generating backlinks

- Maintaining a company blog
- Leveraging Web 2.0 sites/platforms to publish content with links back to our sites
- Incorporating social media optimization to augment traditional **SEO** activities
- Implementation of classified ads posting and **Google** Maps updating

Social Media Optimization:

Create/Update page on Facebook and LinkedIn Profiles. Work on Various Social Media channels like Facebook, Twitter, Instagram, Google+, Pinterest, Snapchat, Periscope, YouTube, Vimeo, LinkedIn, Tumblr, VK etc. Create an Event, Post and Image for Social Promotions, Managed social media accounts and created social media graphics for daily postings, increased social media following and clicks by 200%, and Also Worked on YouTube Channel

Web developer and Designer:

- Design and develop custom WordPress themes and plug-ins.
- Customize existing WordPress themes, and plug-ins.
- Troubleshoot and resolve WordPress problems.
- Composed website user guides and documentation for clients.
- Research and recommend various themes, plug-ins and web services for clients.
- Designed web and email graphics for clients.
- Updated and maintained multiple client websites.
- Designed various website mock-ups in Photoshop.
- Generated monthly website analytic reports for clients
- Setup and configured e-commerce functionality in the WordPress website as per the client's demand

Academic Record:

Sault College of Applied Arts & Technology, Canada
Post-Graduate Diploma in Global Business Management (Minor)

May 2022-Dec 2023

Punjab Technical University, India
Master of Technology, E-Security (Minor)

August 2013-Jun 2016

Punjab Technical University, India
Bachelor of Technology, Computer Science (Minor)

August 2009- Jun 2013

Skills & Interests

SEO (Search Engine Optimization), On-Page SEO, Off-page SEO, Keyword Strategy, Digital Marketing, Google Ad Words, Google Analytics, Webmaster Central, Google Tag Manager, Google Merchant Centre, Budget Management and optimization, Content Strategy, Customer Relationship Management (CRM), CSEO Matrixes, SEO audit, Schema Markup Application, Project Planning, Result-Oriented Delegation, Strong organization Skills, Link Building, B2B marketing, In-depth SEO Reporting & Execution, Google My Business Optimization, Troubleshooting Techniques, Strategic Inventory Management, Search Console, Optimizely, SEMrush, Ahrefs, Bright Edge, Graphic Designing, Team Collaboration, Competitor Analysis, Strong verbal and written communication skills, Creative Thinking, Online Presence Monitoring, Problem Solving, Social Media Marketing, Branding, Canva, Advertising, Project Co-ordination, MS Office Suite, Social Media Campaigns, Canva, Adobe Photoshop, HTML, CSS, JavaScript, C, C++

Declaration

I hereby confirm that the information furnished above is correct to the best of my knowledge.

MANDEEP KAUR