

Samridhi

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PROFILE SUMMARY

MCA graduate and **SEO Specialist** with **2 years of hands-on experience in off-page SEO, link building, and content marketing**. Proven ability to improve domain ratings and search visibility using tools like **Ahrefs, SEMrush, and MOZ**. Experienced in **community outreach, content creation, and blog writing** with a focus on digital brand building. Enthusiastic about exploring the dynamic world of digital marketing, especially in influencer marketing domains, with a passion for continuous learning and impactful execution.

INTERNSHIPS AND WORK EXPERIENCE

Fingrad
SEO Intern

September, 2024 – March, 2025
Bengaluru, Karnataka

- Helped increase the website's **Domain Rating (DR) from 40 to 44** by following strict SEO guidelines (DA 25+, DR 30+, Spam Score $\leq 3\%$).
- Worked on **high-authority backlink acquisition**, achieving a highest DR link of 90.
- Reindexed uncrawled pages and restored DR from 42 to 43 after a drop.
- Reached out to webmasters and site owners for link building opportunities and followed up via email.
- Wrote SEO-optimized articles on stock market and technology using Ahrefs for keyword research and backlink strategy.

Varistor Technology Private Limited
Digital Marketing Intern

February, 2024 – May, 2024
Bengaluru, Karnataka

- Worked with four different brands, **managing extensive off-page SEO** including outreach and community building.
- Improved brand awareness through strategic community engagement.
- Wrote **SEO-optimized blogs** following checklists and best practices.
- Designed brand visuals and creatives using **Canva**.

Kommunicate (A SaaS – Based Company)
SEO Intern

June, 2023 – November, 2023
Bengaluru, Karnataka

- Executed various off-page SEO techniques such as SBM, video submissions, business listings, blog commenting, and infographic submissions.
- Managed comprehensive link-building campaigns (guest posts, paid links, link exchanges) to improve website domain authority and search rankings.

PROJECT WORK

[[Blog 1](#)] [[Blog 2](#)] SEO Optimized Blog Articles

Tools used : Abref

I contributed two SEO-optimized blog posts during my internship at Rankit Right Media. Both articles were created after thorough keyword research and competitive analysis. I applied on-page SEO techniques such as keyword integration, optimized headings, meta descriptions, and internal linking. These blogs helped improve organic traffic and visibility on search engines.

Blog 1 : [The Role Graphic Design In B2B Content Marketing](#)

Blog 2 : [Maximizing Efficiency: Integrating IT Tools Seamlessly into your Workflow](#)

CERTIFICATIONS, SKILLS & INTERESTS

• SKILLS

- Keyword research and analysis
- Link building strategy development
- Website Traffic & Performance Analysis (**Google Analytics**)
- SEMrush, MOZ, AHREF
- Strong Communication and Collaboration Skill
- Canva
- Basics of HTML & CSS
- Content Writing
- Time Management

• Certifications

- Hubspot Certificate on Content Writing
- The Fundamentals of Digital Marketing

EDUCATION

Banasthali Vidyapeeth

MCA, CGPA: 7.43

2022

Rajasthan

Banasthali Vidyapeeth

BCA, CGPA: 5.91

2020

Rajasthan

St. Karen's Secondary School

Intermediate, Percentage : 60%

2016

Patna, Bihar