Apeksha Aniket Patil

SEO ASSOCIATE

📍 Pune,Moshi.

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📅 20 Jan 1995

📱 8830367400

SKILLS

- **Search Engine Optimization**
- **On-Page Optimization**
- **Off-Page Activity**
- **Google Analytics**
- **Keyword Optimization**
- **Link Building Campaigns**
- **Competitive Analysis**
- **Social Media Optimization**

WORK EXPERIENCE

SEO Associate
Company- Brandessence Market research and Consulting Pvt Ltd., Pune
June 2019 to Dec 2020

Achievements/Tasks

- ❖ **On-Page Activity-** Content Optimization, Image Optimization, Keyword Research, Keyword Density, Meta Title, Meta Description, Meta Tags, Heading Tags, Internal Linking, Add FAQs, etc.
- ❖ **Off-Page Activity-** Global & Regional submissions, and create backlinks, Guest posting, PDF Submission, social bookmarking, Forum Posting, etc.
- ❖ **Social Media Optimization-** Generate leads through LinkedIn, Pinterest, and other social platforms.
- ❖ **E-mail Marketing-** Lead generation in all sectors and making a list of future association clients.
  Proficient in **Ahrefs SEO tool** to analyze competitor analysis, keyword ranking, checking backlinks, SEO health, keyword research, etc.
  Analysis of lead flow, organic traffic, session duration, traffic sources, lead sources, and medium.
  by **Google Analytics**.
- ❖ **Blog writing** and Full knowledge of **Canva** for image creation.

EDUCATION HISTORY

Bachelor of Engineering (Electronic Engineering)
- D. Y. Patil College Of Engineering And Technology, KasbaBavda, Kolhapur. 416006. *69.44%*
  March 2018

Diploma (electronics and communication engineering)
- Dr. DY Patil Polytechnic, Kasaba Bawada, Kolhapur *60.03%*
  March 2015

Higher Secondary Certificate
- Pr Padmaraje Girls Highschool Jr College *43.50%*
  February 2012,

Secondary School Certificate
- Pri Indumati Devi High School *73.82%*
  March 2010,

Experience

Company- DNG Technologies , Kolhapur

Sept 2018 to Jan 2019

CERTIFICATION & COURSES:

- Microsoft Technology Associate (MTA) in Cyber Security. Certification for PLC-SCADA workshop.

- Certification for Mobile Making & IOT workshop.

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