

# Resume

**Ramandeep Kaur**, Diploma (CSE), B.Tech. (CSE) | Artificial Intelligence and Machine Learning

SEARCH ENGINE OPTIMIZATION ANALYST | KEYWORD RESEARCH AND ANALYSIS | ON/OFF PAGE OPTIMIZATION

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Customer service professional with a Diploma in Computer Science Engineering and a Bachelor's degree in Computer Science. Experienced in handling customer inquiries, resolving issues promptly, and ensuring high levels of customer satisfaction. Proficient in communication, problem-solving, and collaboration. Seeking opportunities to leverage skills and expertise in a customer-centric role.

Site Analysis

On-Page

Off-Page SEO

Keyword Research

Digital Marketing

## Professional Experience

### **Cruisecoders, India**

SEO Analyst

August 2016 – November 2023

- Spearheaded SEO strategies resulting in notable improvements in organic traffic and search rankings.
- Utilized analytical skills to optimize website performance.
- Implemented effective Social and Digital Marketing initiatives.
- Developed and executed comprehensive SEO strategies to enhance online visibility and drive organic traffic growth.
- Conducted thorough keyword research and analysis to identify high-value targets and opportunities for content optimization.
- Collaborated with cross-functional teams to ensure SEO best practices were integrated into website design and development processes.

## Selected Performance Milestones

- Achieved a 40% increase in organic search traffic within the first year through the implementation of targeted SEO strategies and content optimization techniques.
- Spearheaded a website redesign project that resulted in a 25% improvement in search engine rankings and a significant reduction in bounce rates.
- Successfully optimized over 1000 web pages for high-traffic keywords, leading to a 50% increase in organic search visibility and a notable boost in conversion rates.

- Implemented a comprehensive backlink acquisition strategy, resulting in a 30% increase in domain authority and improved search engine credibility for the company website.

### **Formal Education**

- **Conestoga College | Waterloo, ON August 2024 (Expected)**  
Artificial Intelligence and Machine Learning
- **Bachelor in Technology (B.Tech), Computer Science**  
Asra Group of Institutions, Punjab, India  
Year of Graduation: 2016
- **Diploma, Computer Science**  
Desh Bhagat Polytechnic College, Chandigarh, India  
Year of Completion: 2012
- **Basic Schooling**  
Public Model High School, Mohali, India  
Year of Completion: 2009

### **Professional Training**

- 6 weeks Training in Web Development
- 6 Months Internship of SEO & Digital Marketing in Cruisecoders Mohali