

AASTHA SHUKLA

DIGITAL MARKETING-SEO (Search Engine Optimization)

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Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

Work Experience

2024-07 - Current SEO Executive

Barrownz Group, LUCKNOW

- Improved website rankings by conducting comprehensive keyword research and optimizing on-page content.
- Devised effective link-building campaigns to increase website authority and visibility.
- Completed keyword research to target clients based on keyword targeting.
- Optimize title tags, meta descriptions, and header tags.
- Created content strategies for digital media.
- Research and implement content recommendations for organic SEO success.
- Monitor and improve website performance, including site speed and mobile optimization. Develop and execute off-page SEO strategies, including link building and outreach.
- Analyze website traffic and user behavior using tools like Google Analytics and Google Search Console.

2023-07 - 2024-6 SEO Executive

RANK MY BUSINESS, LUCKNOW

- Improved website rankings by conducting comprehensive keyword research and optimizing on-page content.
- Devised effective link-building campaigns to increase website authority and visibility.
- Completed keyword research to target clients based on keyword targeting.
- Created content strategies for digital media.
- Created and executed successful content marketing campaigns, leveraging SEO best practices to drive targeted traffic and increase brand visibility.
- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.

2022-08 - 2023-05

Digital Marketing Internship

Makecareer Academy

- Link building and content distribution improved website rankings.
- Using SEO tools to monitor and track backlink profiles
- Analyzing link metrics and performance to optimize link-building efforts
- Providing recommendations for on-page SEO, including technical and performance aspects
- Managing keyword discovery and expansion
- Auditing existing websites
- Writing and optimizing content
- Monitoring and evaluating results and building reports on those results

2022-03 - 2023-8

Digital Marketing Training

Makecareer Academy

- Created high-quality backlinks through guest posting, directory submissions, and forum participation to improve website authority and search rankings.
- Engaged in influencer outreach and content sharing on external platforms to expand brand visibility and drive referral traffic.
- Utilized platforms like Reddit, Digg, and StumbleUpon to share content and increase external traffic to the website.
- Conducted backlink analysis of competitors using tools like Ahrefs and SEMrush to identify new link-building opportunities and improve strategies.

Professional Experience

SEO Optimization

- Conducted keyword research and implemented on-page optimization strategies.
- Improved website rankings using off-page techniques like link building and content distribution.
- Analyzed performance through Google Analytics and Search Console.

Google My Business (GMB)

- Performed local SEO for GMB Profile achieving higher local search visibility.
- Managed reviews and keywords for profile optimization.

Graphic Design

- I have extensive experience using Canva to create diverse design projects, including social media graphics, marketing materials, and presentations.

- My strong creative skills and eye for aesthetics are evident in my ability to select appropriate fonts, colors, and layouts. Staying updated with design trends, I bring fresh and innovative ideas to each project, enhancing their visual appeal.

Tools

- Canva
- Semrush
- Google Analytics
- AHEREFS
- Webmaster Tool
- Keyword Planner Tool
- Yoast SEO
- Google Console
- SE Ranking

Skills

- Guest Posting
- Keyword analysis
- Multitasking
- Page speed optimization
- Analytical Skills
- XML Sitemaps
- Competitor Analysis
- Link Building
- Keyword Research
- Website Audits
- Competitor Analysis
- Schema Markup

Education

2023-03	Digital Marketing <i>Make Career Academy - Lucknow, India</i>
2020-02	D.El.Ed <i>JAI MURTI COLLEGE - Firozabad, India</i>
2017-06	Bachelor of Arts <i>KANPUR UNIVERSITY - Kanpur, India</i>

2014-06	12TH <i>GGIC - Farrukhabad, India</i>
2012-06	High School Diploma <i>GGIC - Farrukhabad, India</i>

Languages

Hindi	<div><div></div></div> Advanced (C1)
English	<div><div></div></div> Advanced (C1)

Declaration

I hereby declare that all the relevant information mentioned here is true to my knowledge and belief.

DATE:

PLACE: AASTHA SHUKLA