

Muskan Saraswat

Results-driven and passionate digital marketing enthusiast with a strong background in Mass Communication and 2+ years of experience working as a Search Engine Optimization in all niche websites, seeking to leverage expertise in digital marketing strategies, data analysis, and SEO techniques to drive brand awareness and revenue growth.



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📍 India

WORK EXPERIENCE

SEO Executive Above The Fold

12/2023 - Present

Mumbai

Achievements/Tasks

- Conducted extensive keyword research and implemented optimized on-page SEO strategies, resulting in a 30% increase in organic search traffic and a 20% improvement in keyword rankings.
- Collaborated with content teams to create and optimize SEO-friendly content, driving in organic traffic and improvement in conversion rates.
- Created SEO proposals based on strategic research, offering several options in a clear, concise way that met client needs.
- Implemented technical SEO improvements, including site structure optimization and XML sitemap creation.

Marketing Associate Above The Fold

11/2022 - 12/2023

Mumbai

Achievements/Tasks

- Performed on-page and off-page SEO activities, including keyword optimization, link research, and monthly updates.
- Enhanced on-page optimization, increased backlinks, and conducted site audits.
- Improved site speed and technical SEO elements, leading to a 15% decrease in bounce rate and a 10% increase in average session duration.

Sales and Marketing Intern MyCaptain

05/2021 - 06/2021

New Delhi

Achievements/Tasks

- Interacted with customers by phone, email, or in person to provide information.
- Built and maintained strong relationships with clients, resulting in a 95% retention rate.

EDUCATION

M.A. Journalism and Mass Communication Amity University

07/2019 - 04/2021

8.0

Thesis

- Social Media Surveillance and Commodification of Privacy

Bsc. Biotechnology Chandigarh University

07/2016 - 04/2019

7.2

EXPERTISE

SEO Audit

Keyword Research

On Page Optimization

Local SEO

Content Management/Marketing

Technical SEO

Off Page Optimisation

Link Building

Amazon SEO

Competitor Analysis

Site Speed Optimization

SEO for Website Launch

XML Sitemap Creation

YouTube SEO

CERTIFICATIONS

Digital Marketing Strategy (03/2023 - 05/2023)

A course of study offered by IIMBx, an online learning initiative of Indian Institute of Management Bangalore.

Google Analytics for Beginners & Advance (05/2023 - 06/2023)

From Google

Google Ads Mastery Course (06/2023 - 07/2023)

From Google

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

TOOLS

Google Analytics

Google Search Console

SEMrush

Ahref

Ubersuggest

Screaming Frog

Google Keyword Planner