

SEEMA MAHTO

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SEO EXECUTIVE

I am a SEO Specialist with 2+ yrs. of industry expertise, I excel in conducting comprehensive keyword research, implementing on-page optimization strategies, and executing effective link-building campaigns

KEY COMPETENCIES

- Keyword Research
- On-Page Optimization
- Semrush
- Basic Technical SEO
- Moz
- Google Analytics
- Google Search Console
- Google Tag Manager
- SiteAudits
- Proactive and self-motivated
- Chat Gpt
- Content Marketing

PROFESSIONAL EXPERIENCE

THRILLOPHILIA

Oct 2022 - Feb 2025

One of India's biggest online platform offering thrilling and adventurous travel experiences

Seo executive

- Managed SEO efforts for the Vietnam and Azerbaijan destinations, leading to significant improvements in search engine rankings.
- Led a team of 2 interns providing guidance, training, and performance evaluations. Product analysis to improve the quality of our products.
- Collaborated with the content team to develop and optimize content specific to Vietnam and Azerbaijan , ensuring alignment with SEO best practices.
- Conducted competitor analysis to benchmark performance and identify opportunities for improvement.
- Focused on local SEO strategies to boost visibility and traffic for specific destinations. Worked closely with marketing and content teams to ensure cohesive SEO strategies and campaigns

Other Microsites

<https://www.wildwildwetsingapore.com>
<https://www.dolphinshowdubai.com>
<https://www.snowcitysingapore.com>

strategically optimized website performance to achieve remarkable results, elevating rankings from outside the **top 50 to the 2nd position**. Leveraged data-driven strategies, keyword analysis, and on-page/off-page SEO techniques to drive visibility, traffic, and measurable success.

Day-to-Day Responsibilities

- Conduct keyword research to identify high-ranking opportunities.
- Optimize website content, meta tags, and on-page elements.
- Perform technical SEO audits and fix issues like broken links and crawl errors.
- Develop and execute link-building strategies.
- Monitor website performance using tools like Google Analytics and Search Console.
- Stay updated with SEO trends and algorithm changes.

TELEPERFORMANCE

July 2020 - April 2022

Customer Care Executive

Efficiently managed customer queries and concerns for Amazon via chat at Teleperformance, ensuring prompt resolution and exceptional service. Demonstrated strong communication skills, problem-solving abilities, and a customer-focused approach to maintain satisfaction and loyalty in a fast-paced environment. Consistently met performance metrics and quality standards.

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration Kanoria P G Mahila Mahavidyalaya

July 2019 - April 2022

Digital Marketing TISS (TATA Institute of Social Sciences)

April 2020 - September 2020