

VANDANA BAIRWA

PROFESSIONAL SUMMARY

SEO Executive with 2 years of experience in effective online marketing and optimization. Performed online research and keyword searches targeting new and potential clients. Produced performance reports using analytical data gained from research and client analysis.

WORK HISTORY

Senior SEO Executive, 08/2020 to Current

Neticode Technologies Pvt Lmt - Jaipur, India

- Reviewed and optimized client sites to improve keyword targeting URL strategies and content.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Completed keyword research to target clients based on keyword targeting.
- Internal and external link building
- Researched content publications and worked closely with public relations staff to develop outreach campaigns.
- Analyzed and audited clients' websites to address performance issues.
- Created content strategies.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Published Blog on many different websites.
- Content writing
- Familiar with canva (Linked in post, featured image)
- Meta descriptions.
- Familiar with all tags.
- Image Optimization
- Bidding
- Familiar with many platforms

EDUCATION

B-tech (2014), Computer Science, 10/2014

Apex Institute of Engg And Technology - Jaipur

ACHIVEMENTS

- Just 7-10 days after joining I got one link from a very higher authority and good site of DR 81 and got client appreciation.
- Working in next 3 months for another project client got very good result and in just 6 month I got my salary hike 2 times.
- Joined on the salary just half of today. Got 4-5 increment till date.
- In 5 months called for position of team leader.
- Handled a team and trained new joined.
- As a BA it was my roles to get a lead and with team coordination get it done on time.
- Made many pre and post proposal.
- The latest is just created content 10 days before and it is ranking well.

CONTACT

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SKILLS

- Link Building
- Image Optimization
- Link Exchange
- Affiliate Marketing
- Social Media Content Writing
- SEO Strategy and Execution
- Client Requirements
- Competitor Review
- Strategic Planning and Alignment