

Shivani Dhillon

SEO Executive

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Gurgaon, Haryana

SUMMARY

Results-driven SEO Executive with expertise in on-page, off-page, and technical SEO. Skilled in keyword research, content optimization, and link building to boost organic traffic. Proficient in SEO tools and data-driven strategies to enhance search rankings and website performance.

EXPERIENCE

SEO Executive 12/2023 - 03/2025
ANS Commerce

- SEO Strategy & Implementation – Develop and execute data-driven SEO strategies to improve organic visibility and traffic.
- On-Page & Technical SEO – Optimize website structure, content, page speed, and schema markup for better search performance.
- Keyword Research & Content Optimization – Identify high-impact keywords and collaborate with content teams for SEO-friendly content.
- Link Building & Off-Page SEO – Execute white-hat link-building strategies to enhance domain authority and rankings.
- SEO Audits & Performance Tracking – Monitor website performance using tools like Google Search Console, Ahrefs, and SEMrush, ensuring continuous improvement.
- Social Media Management – Plan, create, and schedule engaging content across social platforms to boost brand visibility.
- Paid Advertising – Execute and monitor PPC campaigns on Google Ads, Facebook, and other ad platforms for lead generation.
- Email & CRM Marketing – Develop email campaigns, nurture leads, and improve customer engagement through automation tools.

SEO Executive 01/2023 - 12/2023
Bhamla Systems Pvt. Ltd.

- Keyword Research & Optimization – Conduct keyword research and optimize website content for better search rankings.
- On-Page SEO – Optimize meta tags, headings, internal linking, and content structure for improved visibility.
- Technical SEO – Assist in site audits, page speed optimization, and resolving indexing issues.
- Off-Page SEO & Link Building – Execute link-building strategies, monitor backlinks, and improve domain authority.
- SEO Performance Analysis – Track rankings, analyze website traffic using Google Analytics & Search Console, and generate reports.
- Social Media Management – Plan, create, and schedule engaging content across social platforms to boost brand visibility.
- Paid Advertising – Execute and monitor PPC campaigns on Google Ads, Facebook, and other ad platforms for lead generation.
- Email & CRM Marketing – Develop email campaigns, nurture leads, and improve customer engagement through automation tools.

Digital Marketing Executive 03/2021 - 12/2022
IT Infocube Pvt. Ltd

- SEO & Content Marketing – Optimize website content, conduct keyword research, and implement on-page & off-page SEO strategies.
- Social Media Management – Plan, create, and schedule engaging content across social platforms to boost brand visibility.

Paid Advertising – Execute and monitor PPC campaigns on Google Ads, Facebook, and other ad platforms for lead generation.

Email & CRM Marketing – Develop email campaigns, nurture leads, and improve customer engagement through automation tools.

Analytics & Reporting – Track campaign performance using Google Analytics, generate reports, and optimize strategies for better ROI.

EDUCATION

Indira Gandhi University, Meerpur, Rewari, Haryana - M.Com	2020 - 2022
Indira Gandhi University, Meerpur, Rewari, Haryana - B.Com	2017 - 2020
12th - CBSE Board	2017 -
10th - CBSE Board	2015 -

SKILLS

SEO Tool Proficiency	Expert	Technical SEO	Expert
Competitive Analysis	Expert	Link Building	Expert
Content Creation and Optimization	Expert	Keyword Research	Expert
		On page Optimization	Expert

LANGUAGES

Hindi	Fluent	English	Fluent
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