ISHA PARMAR (F) Address

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Career Aspiration

"Intend to build a career with a leading corporate hi-tech environment with committed & dedicated people, which will help me to explore myself fully and realize my potential. Willing to work as a key player in a challenging & creative environment."

Synopsis

I have completed **Bachelor of Technology in Computer Science Engineering** from Geetanjali Institute of Technical Studies, Udaipur (Rajasthan). My work experience and academic records are as follows:

Professional Experience

- 8 years of professional experience as SEO Analyst in the IT industry.
- 2 years of professional experience in running PPC Campaigns (GoogleAdwords)
- Currently working as a **Sr. SEO Analyst at Sapling Creation** from **August 2022**
- Worked as **SEO Team Lead at Big Leap**, Calicut, Kerala from **Jan 2021 to August 2022 (1 Year 7 Months)**
- Worked as **SEO Team Lead at Infinite Open Source Solutions**, Calicut, Kerala from **May 2016 to Dec 2020 (4 Years 8 Month)**
- Worked as **SEO Executive at Datatech Media Pvt. Ltd**, Ahmedabad, Gujarat from **Dec 2014 to January 2016 (1 Year 2 Months)**
- Basic knowledge of HTML and WordPress

My Work Profile:

- Having a knowledge of Off Page and On Page Optimization
- Create PPC marketing campaigns
- Test & Analyze the performance of PPC
- Manage budget to stay within the limit
- Blog/Article/Content writing and submission

- Keyword Research Analysis
- Link Building
- Social Media Optimization (FB, Twitter, Instagram)
- Competitor Analysis

My Responsibilities as a TL:

- Managing SEO & Content Writing Team
- Team building & Training
- Work with development team to generate traffic
- SEO Audit
- Developing and implementing SEO strategies
- Monitoring project progress
- Keep a track on required tasks to generate more website traffic

SEO Tools

- Google WMT ● Google Analytics ● Keyword Planner ● UberSuggest ● MOZ ● Ahrefs

- Semrush ● SEO Testing ● Majestic ● Woorank ● Screaming Frog ● BuzzSumo

Projects

https://infinitemlmsoftware.com/ [Primary Project]
Keywords for above project [all are on top 5]
- MLM software
- MLM software demo
- Binary mlm software
- Open source mlm software
- MLM plan/s
- Unilevel mlm software

https://infinitecab.com
https://desklog.io

Educational Qualification

Course	Institute	University	Year	Percentage
B.Tech- CSE	GITS Udaipur(Rajasthan)	RTU	2010-2013	70(Aggregate)
Diploma CE	AVPTI Rajkot(Gujarat)	TEB	June-2010	57.42
S.S.C.	Durlabhji Bhuva High School,Chital(Amreli)	GSEB	March-2006	78.86

Personal Details

Full Name : Isha Batukbhai Parmar
Date of Birth : 17/08/1991
Gender : Female
Nationality : Indian
Interests : Reading, Listening music, Cooking
Languages known : English, Hindi & Gujarati

Declaration

I hear by declaring that all the statements made in this application are true, complete, and correct to the best of my knowledge and belief.

Thanks & Regards,

ISHA PARMAR