

# Shirin

Senior SEO Executive & Content Writer. | New Friends Colony, New Delhi- 110025, India  
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## Objective

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Currently working at AND Academy as an SEO Executive & Content Writer. I am looking for opportunities where I can leverage my expertise in SEO to drive organic traffic, enhance brand visibility, improve website architecture, user experience, and provide high-quality content for resources section of your website that ranks well on SERPs. Additionally, I aim to elevate the online presence of a dynamic and growth-oriented organisation through my research and ideas

## Work Experience

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### SEO Executive and Content Writer AND Academy

March 2024 - present

- Wrote blogs for AND Academy's resource section that ranks well on SERPs and appears on discover.
- Wrote student journey and event coverage of PR activity for AND academy.
- Managed over 700+ inbound requests and initiated 150+ outbound requests for backlinks exchange and guest posting.
- Executed advanced link building strategies, including broken link building, skyscraper, resource page, and listicle outreach, resulting in: 40+ good quality backlinks from high DA websites such as hub-spot, vents magazine, Readymag etc
- Managing off page and on page activities
- Contributed to improvement of DR from 18 to 47
- Doing pre-publishing and post-publishing checks for more than 60+blogs.
- Analyzed website performance using Google Analytics (GA) and Google Search Console (GSC) for traffic analysis and lead generation.
- Crafted engaging Quora content to drive brand visibility and audience engagement.
- Conducted comprehensive keyword research aligned with pillar and content strategies for a US-based website.
- Written Glossary for 25+ terms on the website for graphic design, UI UX, and interior design terms.
- Optimized YouTube videos for AND Academy channel, including thumbnail and end screens.
- Implementing of banner ads, infographics, optimonk form.
- Monitored speed metrics and page size to using GTmetrix.
- Reviewing 200+ monthly offsite submissions including Reddit, Quora, profiles, articles, infographics, video, etc

### Social Media Marketing Executive Hirednex

January - March 2024

- Experienced in managing SEO (on-page and off-page) strategies for improved website visibility and ranking by using screaming frog tool.
- Proficient in writing engaging and informative articles on current topics for websites, ensuring relevance and engagement.
- Skilled in WordPress management, including publishing, and website maintenance.
- Proficient in creating eye-catching posters for promotional purposes, maintaining brand consistency and clarity.

- Experienced in social media marketing, including creating and managing content calendars, engaging with audiences, and analyzing performance metrics.
- Skilled in managing different social media handles
- Knowledge of keyword research and analysis tools
- Familiarity with SEO tools such as Google Analytics, SEMrush,

### **Spoken tutorial coordinator**

Sep 2023 - Mar 2024

Spoken Tutorial IIT Bombay

- Coordinate Spoken Tutorials, ensuring smooth operations and effective learning.
- Prepare reports to track progress and outcomes of tutorial activities.
- Design informative and engaging posters to promote tutorial programs.
- Maintain accurate attendance records for tutorial sessions.
- Continuously learn and enroll in courses to enhance skills and knowledge.

### **Jamia Hamdard University**

April 2022 - March -2024

Shamrocks , Eco club Content and Research head

- Led content and research initiatives, ensuring high-quality output and adherence to standards.
- Headed various events, including the Road Safety Audit Report, Road Safety Webinar report, and 10 kg Plastic Campaign Report, ensuring their successful execution and timely delivery.
- Managed the Bonanza Fest, overseeing all aspects of event planning and report making.
- Co-hosted and managed the E-Waste Management Orientation by E-Junki by Sorditcon Pvt Ltd., demonstrating strong organizational and leadership skills.

### **Part - Time barista**

Sep 2021- Dec 2021

Starbucks

- Strong analytical and problem-solving skills
- Excellent communication and interpersonal abilities
- Recognized as Best Partner of the Month for outstanding customer service and performance.
- Prepared and served quality beverages, ensuring customer satisfaction and retention.
- Learned and implemented latte art designs.
- Managed backhouse inventory, ensuring stock levels were maintained and organized.
- Handled the Starbucks POS system, processing transactions efficiently and accurately.

## **Skills**

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- Content writing
- Organic Marketing
- SEO and SEM
- Branding
- Report writing
- Knowledge of HTML , Css and JavaScript

## **Education**

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**Jamia Hamdard University | New Delhi**

Jun 2021 - Jun 2024

Bachelors of Computer Applications.

- SEM 1 CGPA 9.0 SEM 2 CGPA 8.7 SEM 3 CGPA 8.53 SEM 4 CGPA

**High School - Lady Irwin School | New Delhi**

03/2021

Commerce with maths

- Graduated with 88 percentage from CBSE

## Certificates

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- Introductions to Generative Ai - Coursera
- Java certified foundation association concepts and features - skillsoft

## Content work

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<https://www.andacademy.com/resources/blog/student-journeys/from-system-engineer-to-graphic-designer/>

<https://www.andacademy.com/resources/glossary/graphic-design/graphic-design-meaning/>

<https://www.andacademy.com/resources/glossary/graphic-design/logo/>

<https://www.andacademy.com/resources/glossary/graphic-design/pixels/>

<https://www.andacademy.com/resources/glossary/graphic-design/what-is-resolution/>