

NIDA MULLA

+91- 9665391058

Email: nid.sheen@gmail.com

CAREER OBJECTIVE

To be a productive member of a leading organization and successful organization by utilizing my skills for the achievement of organizational and personal growth objectives.

PROFESSIONAL EXPERIENCE

Company Name : Mentebit Software Pvt Ltd - Pune

Designation : Sr. SEO Analyst

Duration : March 2021 - Aug 2022.

JOB RESPONSIBILITIES

- Maintaining Ranking Sheet for important Keywords
- Optimisation of content and generating Content for Posting and Scheduling on Social Media post like Twitter, Pinterest, FB, etc
- Coordinating with Designers for Banner, Designs
- Answers and Questions on Qoura
- Reddit and Haro Links generation
- Keeping the website content updated
- Checking compatibility of websites on various devices.
- Conducting Mobile Friendly Test
- Finding add on of the related pages to update the content
- Keyword Analysis by Google and tools
- Backlink Analysis
- Keyword Gap Analysis
- Communicate with Editors and news and blog sites Guest post submission
- Core Web Vitals
- Creating new strategies for SEO
- Coordinating with designers, content writers and managers for executing work ●
- Work with tools like Uber Suggest, google search console, analytics, etc
- Email and link building Outreach

Company Name : Remo Software Pvt Ltd - Bangalore

Designation : SEO Manager

Duration : July 2011 - June 2014.

JOB RESPONSIBILITIES

Search Engine Optimization, on page and off page Optimization, Drive Targeted traffic to websites through Search Engines.

* On page and off page Optimization

* Writing website pages, blog post content and other content related to utility software

- * Content Writing
- * Blog Postings
- * Forum & Message Board posting

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- * Analysis of top keywords
- * Search engine results tracking
- * Creating and implementing linking strategy
- * Providing daily ranking and performance reports
- * Generating and analyzing Competitor information
- * Fixing Broken links
- * Managing team
- * Content strategy
- * Managing websites
- * KT sessions

TOOLS USED

- Xenu Link Sleuth
- Google AdWords Keyword Tool(NA now)
- TheBestSpinner
- Article Spinner
- Adobe Dreamweaver
- CuteFTP8.0
- PADGen
- Snagit (Image editing tool)
- SENUke (Automatic link submission tool)

ACADEMIC CREDENTIALS

Course	Board/university Institution Year of passing	%
10 th	St.Joseph's Convent School Ratlam,MPCBSE 2004	78.6%
12 Th (PCMB)	Shri Guru Teg Bahadur School,Ratlam,MPMPBSE 2006	78.1%
B.S (IT and communication)	Merit International Institute ,T.N.AIUMT 2010	82%

FIELD OF INTEREST

1. SEO
2. HR
3. Web Designing

TRAINING UNDERWENT

2 | Page

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1. Did 2 weeks training in **Bharat Sanchal Nigam Limited (BSNL)**, to get an overview of broadband.
2. Did 15 weeks training in TTSL(**TATA TeleServices Ltd**),**Bhopal** from 7th Jan 2010 to 22nd Apr 2010 in Application-end of IT department.

PERSONAL INFORMATION

DECLARATION:	
Date of Birth	<u>2 Sep 1988</u>
Gender	<u>Female</u>
Husband's name	<u>Ashraf Ashfaq Mulla</u>
	<u>Cooking.</u>
Hobbies	<u>English, Hindi</u>
	<u>Indian</u>
Proficiency in language	
Nationality	

I hereby declare that the above information given by me is true to the best of my knowledge and belief.

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