




Ritesh Sankla

 **Address:** 26, Bharat Nagar Society, Shahpur, Ahmedabad 380004
 **Mobile:** +91 9899246233
 **Email:** riteshsankla23@gmail.com

Personal Statement

An experienced and results-oriented SEO professional with a solid background in digital marketing. Skilled in website optimization, search ranking improvement, and strategic SEO implementation. A collaborative team player who stays updated with industry trends and uses data-driven strategies to achieve results. Seeking an opportunity to apply expertise in a dynamic organization.

Work Experience

SEO Executive – *FTI Technologies Pvt Ltd.*

 **Dec 2023 – Present**

Key Responsibilities:

- Working on an in-house cybersecurity project to implement digital marketing strategies.
- Conducting in-depth content research and collaborating with writers to develop high-quality, SEO-friendly content.
- Managing guest posting and link insertions to boost website authority and visibility.
- Building relationships with guest bloggers and SaaS/tech site authors for strategic collaborations.
- Conducting competitor analysis to identify content and backlink gaps, ensuring improved search visibility.
- Recommending and implementing on-page SEO improvements for optimized website performance.

- Preparing website audit reports to track and execute necessary changes effectively.


SEO Executive – *Mart2Global*

 **July 2022 – Nov 2023**

Key Responsibilities:

- Optimized website content, meta tags, and headings to improve search rankings.
- Collaborated with content teams to create SEO-friendly content targeting the right keywords.
- Implemented link-building strategies to boost website authority and visibility.
- Monitored website performance using Google Analytics and reported on key SEO metrics.
- Conducted website audits to fix technical SEO issues and enhance user experience.
- Kept up with the latest SEO trends, algorithm updates, and best practices.
- Worked with developers and marketing teams to implement SEO strategies effectively.


SEO Executive – *Tangence Solutions*

 **Feb 2022 – July 2022**

Key Responsibilities:

- Conducted keyword research to optimize website content and improve search visibility.
- Worked on SEO projects for USA-based clients, focusing on content research and strategy.
- Optimized on-page elements like meta tags, headers, and content for better rankings and user experience.
- Assisted in link-building through guest blogging and other off-page submissions.



SEO Executive – *Mind Aviator*

 **May 2021 – Feb 2022**

Key Responsibilities:

- Conducted keyword research to optimize website content and improve search visibility.
 - Worked on SEO projects for USA-based clients and leading brands like Yokohama, Hero Honda, and Jockey, focusing on content research and strategy.
 - Managed Google My Business (GMB) data for these brands to enhance local search presence.
 - Optimized on-page elements like meta tags, headers, and content for better rankings and user experience.
 - Assisted in link-building through off-page submissions.
 - Tracked website performance using Google Analytics and monitored key SEO metrics.
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Education

 **BSc (First Class)** – *Indira Gandhi National Open University (Grade A)*
 **2018 – 2021**

Technical Skills & Tools

- ✓ **SEO Tools:** Semrush, Moz, Ahrefs, Google Search Console, Screaming Frog
- ✓ **Analytics & Reporting:** Google Analytics, Looker Studio
- ✓ **AI & Automation:** ChatGPT

Languages

- **English** (Fluent) **Hindi** (Fluent)

