



Hi there!

I'm an **SEO Specialist**, who loves diving into new marketing strategies and finding ways to grow. I get excited by **creative ideas and out-of-the-box solutions**. My favorite part of the job? Stepping away from routine to experiment with bold, fresh marketing strategies that bring growth to life.

KRUPA RATHOD

SEO Specialist **SKILLS**

CONTACT

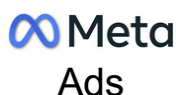
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Ubersuggest



ABILITIES



On Page Optimization



Backlink Building



Keyword Research & Optimization



Content Marketing



Competitor's Analysis



Page Speed Optimization



Conversion Rate Optimization



Voice Search Optimization



AI Overview Optimization



Reporting & Analysis

WORK EXPERIENCE

SEO Intern

April, 2022
to
July, 2022

SEO Executive

July, 2022
to
March 2024

SEO Assistant Manager

April, 2024
to
Sept, 2024

**Looking For
Next Role...**

SEO Assistant Manager

Digilabs LLP | Bengaluru, India | 04/2024 – 09/2024

- Developed and executed a cutting-edge SEO strategy that increased **brand awareness and customer engagement by 35%**.
- Consistently stayed ahead of industry trends and Google algorithm updates, through which identified keyword opportunities that **boosted revenue by 25%**.
- Revamped the company's content marketing strategy, leading to **30% increase in conversion rates**.
- Conducted comprehensive technical SEO audits, resolving issues that drove a **40% increase in monthly website visits**.
- Managed successful digital marketing campaigns across social media channels.
- Performed backlink creation, analysis, and guest post outreach to build high-quality links which **improves domain authority** of the website.

SEO Executive

NoBroker | Bengaluru, India | 07/2022 – 03/2024

- Achieved **top-three search rankings for 40% of primary keywords** through competitor analysis, boosting organic traffic.
- Crafted and executed SEO strategies that drove a **40% growth in website traffic**.
- Delivered in-depth SEO analysis and recommendations, improving site performance by 20%.
- Developed effective link-building strategies to generate high-quality backlinks.

SEO Intern

NoBroker | Bengaluru, India | 04/2022 – 07/2022

- Performed **keyword research for forum and blog pages**.
- Framed strategy for content to **enhance the website visibility**.
- Improved **Click-through rate by 10%** by analyzing market trends.

EDUCATION



Bachelor Of Business Administration

Atmiya Institute of Technology & Science

Saurashtra University