

RAVINA DHAMANI

SEO Specialist

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PROFILE

SEO Specialist, Digital Marketer and Project Management professional with 5+ YOE working with digital marketing agency and proven track record in driving organic search growth, executing content-driven marketing campaigns, and managing social media presence. Expert in leveraging tools such as Google Search Console, Ahrefs, SEMrush, Screaming Frog, and WordPress/Shopify for SEO optimization. Adept at local SEO, technical audits, on-page optimization, and link-building strategies. Good listener with ability to work in international environment.

KEY SKILLS

- **SEO & Digital Marketing:** On-page & off-page SEO, technical SEO, keyword research, content strategy
- **SEO Tools:** Google Search Console, Ahrefs, SEMrush, Screaming Frog, Ubersuggest, SurferSEO, MOZ
- **Content & Design:** Canva, WordPress, Shopify
- **Social Media Management:** Pinterest, Twitter, Facebook, Instagram
- **Technical Skills:** Basic HTML, CSS, JavaScript, ReactJS for SEO enhancements
- **Analytics & Reporting:** Google Analytics, SEO reporting, Google docs & sheets.

WORK EXPERIENCE

SEO Specialist– *Digiexe Pvt Ltd*

April 2020 – Jan 2025

- Designed and implemented SEO strategies that enhanced organic search rankings and increased website traffic for multiple B2B, B2C, SaaS clients.
- Conducted in-depth keyword research and competitor analysis to align content with search intent and market trends.
- Worked on 3000+ blogs for multiple sites like bloggersideas.com, digiexe.com, schemaninja.com, [Jitendra.co](https://jitendra.co), megablogging.com, affiliatebooster.com, twinstrata.com.
- Performed technical SEO audits using Screaming Frog, Ahrefs, and SEMrush, resolving critical site performance issues with tools like Lighthouse.
- Optimized local onpage SEO and improving metadata, structured data, and local visibility.
- Created, planned and scheduled visually appealing content and social media assets with Canva, ensuring consistency with brand identity.
- Implementing strategies to build high-quality backlinks from other reputable websites to improve domain authority.
- Monitoring website analytics, track performance metrics, and identify areas for improvement.
- Managed SEO enhancements for WordPress and Shopify websites, improving site functionality and user experience.
- Worked with cross-functional teams, including content creators, web developers, UI/UX designers and other marketers, to achieve SEO goals.
- Proven expertise in project planning, internal coordination, client communication, deadline and risk oversight, quality assurance of deliverables, and maintaining project profitability.
- Developed and executed social media campaigns on Pinterest, Twitter, Facebook, and Instagram, Github, driving engagement and brand awareness.
- Experience of working with project management tools like JIRA, Confluence, Asana and generative AI tools like Chatgpt, Grok, Gemini, Bard, Google LLM.
- Analyzed SEO performance using Google Analytics and Goole Search Console, delivering actionable reports to refine strategies.

EDUCATION

PRINCE2 Agile Project Management Certification

Jan 2025

B.E in Computer Engineering

- R.C Patel Institute of Technology, North Maharashtra University, 2020
- 9.1 CGPA/ 10

ADDITIONAL INFORMATION

- Strong understanding of web accessibility (WCAG) and SEO best practices.
- Passionate about learning new technologies, AI tools and staying ahead of industry trends.
- Experience of working with multiple niches including healthcare, finance, cloud solutions, affiliate marketing, digital marketing, blogging tips & tricks.
- Available for full-time, in-person role in London