

Monika

Digital Marketing



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LinkedIn

SUMMARY

Results-driven SEO executive with 3 years and 10 months of experience in on-page, off-page, technical SEO, and social media marketing. Skilled in keyword research, link building, content optimisation and analytics to improve website ranking and organic traffic. Experienced in using Google Search Console, Google Analytics, and SEMrush, with a strong ability to develop and execute SEO strategies that enhance online visibility and business growth.

KEY SKILLS

- SEO • SMM • Keyword Research • Website Audit • Project Management and Reporting • Facebook & Instagram Ads • Link-Building
- Product Strategy

TECHNICAL SKILLS

- **SEO Tools:** Google Search Console, Google Analytics, SEMrush
- **Digital Marketing Platforms:** Meta Business Suite, Google Ads
- Social Media Management
- **Languages:** HTML, CSS
- WordPress Development

PROFESSIONAL EXPERIENCE

SEO Executive

Jan '24 - Feb '25

Wavy Informatics

Panchkula, Haryana

- Implemented innovative SEO strategies for on-page & off-page optimization, driving a 50% increase in website traffic by harnessing the capabilities of Google Analytics & SEMrush
- Generated weekly/monthly performance reports to drive informed decision-making processes & support strategic planning efforts, with metrics focused on trend analysis & actionable recommendations
- Improved the SEO rankings of company websites by implementing the best SEO strategies and regularly monitoring the performance on SERP's.
- Optimizing the website, like meta titles, descriptions, headings, URLs and internal linking, etc
- Created high-quality backlinks.
- Using SEO tools like Google Search Console and Google Analytics to monitor rankings and organic traffic.
- Reviewing competitor strategies to enhance search performance and gain a competitive edge.
- Enhancing Google My Business (GMB) and location-based strategies to improve local search visibility.
- Managed social media platforms by scheduling and publishing content to increase engagement.
- Researched trending hashtags and topics to create relevant content for niche audiences.
- Run Facebook and Instagram ads using Meta Business Suite and optimise for lead generation and conversions.

SEO Executive

Jan '23 - Dec '23

Wtechy Pvt Ltd

Panchkula, Haryana

- Created innovative SEO strategies for on-page & off-page optimization resulting in a 50% surge in website traffic, leveraging the power of Google Analytics & SEMrush
- Directed Upwork projects, created weekly/monthly performance reports and conducted website audits.
- Implemented top-tier SEO techniques to elevate company website rankings, continuously monitoring performance on SERPs through Google Analytics, SEMrush, & Moz to drive a 50% increase in organic traffic & visibility
- Elevated website performance by optimizing meta titles, descriptions, headings, URLs, & internal linking, leading to a 50% surge in traffic leveraging insights from Google Analytics & Yoast SEO plugin
- Utilized guest blogging & outreach to influencers to strengthen search engine ranking, heighten website visibility, & drive a 50% surge in organic traffic, leveraging SEMrush, Ahrefs, & Moz tools
- Using SEO tools like Google Search Console and Google Analytics to monitor rankings and organic traffic.
- Optimising Google My Business (GMB) and location-based strategies for better local visibility.

SEO Executive

Apr '21 - Jan '23

Adinfotech Solutions

Panchkula, Haryana

- Upgraded the SEO rankings of company websites by implementing the best SEO strategies and regularly monitoring the performance on SERPs.
- Conducted social media platforms by scheduling and publishing content to increase engagement.

- Researched trending hashtags & topics to generate relevant content tailored for niche audiences, resulting in increased audience engagement, leveraging social media analytics tools
- Run Facebook and Instagram ads using Meta Business Suite and optimise for lead generation and conversions.
- Enhanced website performance by refining meta titles, descriptions, headings, URLs, & internal linking strategies leveraging Google Analytics & Moz Pro, resulting in elevated user engagement & improved lead generation
- Established high-quality backlinks through strategic content collaborations, resulting in 100+ successful link placements
- Monitored rankings & organic traffic using SEO tools like Google Search Console & Google Analytics, resulting in a 50% boost in organic traffic, utilizing SEMrush for insights
- Examined & assessed competitors' strategies to enhance search performance & boost search visibility by 20%, utilizing competitor analysis tools
- Analyzed competitors' strategies to enhance search performance & local visibility, leveraging SEO techniques, competitive research tools, & market analysis methods

EDUCATION

MCA (Master of Computer Applications)	Jun '16 - May '18
Himalayan Group of Professional Institutions	Kala Amb (Sirmaur) HP
BCA (Bachelor of Computer Applications)	Jun '13 - Apr '16
Govt PG College	Nahan (Sirmaur), HP

ADDITIONAL INFORMATION

- Languages: English, Hindi