Usha Sirotha

Mob. No:- 9521516812

Emai Id:- sirothaus04@gmail.com

Profile Summary

- Strong commitment to organization's growth, development and employee's professional and personal success.
- Dependable and punctual displaying sensitivity in working with a culturally diverse work environment.
- Focused on exemplary development of consistent curriculum throughout all core subjects and for several different levels.
- Outstanding listening and communication skills, work ethic and dedication to professional development continuing education.
- Capable of managing multiple tasks with an emphasis on retaining quality standards.
- Proficient at evaluating problems and quickly devising practical solutions.

Education

Masters, Computer Application	**Bachelor, Computer Application**
Jodhpur National University	University of Kota
Jodhpur, Rajasthan	Kota, Rajasthan
Post Graduated; **July 2014**	Graduated, **January, 2012**
	Higher Secondary, **July 2008**

Career Highlights

Nerdy Turtlez
Sen. SEO Associate
May-2024 to Till Date

Responsibilities

- Develop and execute effective SEO strategies to increase website visibility and organic traffic. Create Quality and Best links for increase Website's Traffic
- Conduct keyword research and implement on-page, off-page, and technical SEO best practices.
- Perform competitor analysis using tools like Ahrefs and SEMrush to identify growth opportunities.
- Manage and optimize website's SEO performance using tools such as Google Analytics and Google Search Console.
- Build high-quality backlinks to improve search engine rankings and drive targeted traffic.
- Monitor and analyze competitors' websites to stay ahead in the industry.
- Proficiently work with HTML, CSS, and WordPress to implement SEO recommendations.
- Execute guest posting and outreach strategies to acquire authoritative backlinks.
- Ensure content quality by checking for plagiarism and verifying accuracy before updating websites.
- Manage social media accounts (Facebook, Twitter, Instagram) to enhance brand visibility and engagement.
- Stay informed about the latest Google algorithm updates and trends to ensure SEO strategies are aligned with current best practices and maintain optimal website performance.

Henry Harvin LLP
Assistant Manager SEO
July-2023 to Jan 2024

Responsibilities

- Lead and manage a team of 11 SEO Executives to drive performance and achieve SEO goals.
- Manage Online Reputation Management (ORM) Like google Listing and other website listing such as MouthShut, Sitejabbar, Glassdoor and Social Media reviews and comment
- Monitor website performance using Google Analytics and Google Search Console to identify areas of improvement and track key metrics.
- Manage social media profiles (Facebook, Twitter, Instagram) to improve brand visibility.
- Ensure content quality by checking for plagiarism and making sure it's optimized before publishing on the website.
- Develop and implement SEO guidelines focused on brand promotion and increasing visibility.
- Optimize e-commerce product listings on platforms like WordPress and Amazon for better search visibility and conversions.
- Conduct competitor analysis using Tools like SEMrush , Ubersuggest and Goggle Search Console to stay competitive and adjust strategiesaccordingly.
- Using SEO industry tools and web analytics to track projects and report performance.
- Advanced Link building skills required (Guest Blogging, RELATIONSHIP-BASED Link Building via directory submission

ITV network Pvt Ltd
Search Engine Optimization
Aug-2021 to June-2023

Responsibilities

- Executing off-page link acquisition projects to improve domain authority and link popularity
- Website's Google Analytics and Search Console
- Managed social media accounts for Business news organization across Facebook, Twitter and Instagram.
- Planned SEO Guidelines focusing on Brand Promotion
- E-Commerce Product Listing & Optimization (WordPress, Amazon)
- Broken link identification and reclamation
- Using SEO industry tools and web analytics to track projects and report performance.
- Advanced Link building skills required (Guest Blogging, RELATIONSHIP-BASED Link Building via directory submission
- Disseminated news content through social media for better engagement with audiences and faster reporting.
- Managed social media accounts for organization across Facebook, Twitter and Instagram

Goolich Web Technology
Search Engine Optimization
Dec2018 to July -2021

Responsibilities

- Executing off-page link acquisition projects to improve domain authority and link popularity.
- Competitive link mining
- Ongoing link prospecting and outreach campaign execution
- Broken link identification and reclamation
- Getting Implicit link conversion
- Managing linkable asset creation projects that target strategically important, high authority websites.
- Partnering with Media Relations and Business Development teams to amplify outreach efforts and nurture relationships with both SEO linking domains and a broad range of

influencers, industry experts, bloggers, fans, and advocates.
- Conducting regular outreach to online communities & forums.
- Performing monthly backlink audit and spam link clean up.
- Using SEO industry tools and web analytics to track projects and report performance.
- Advanced Link building skills required (Guest Blogging, Skyscraper Technique, RELATIONSHIP-BASED Link Building, .EDU AND .GOV Link Building, Broken Link Building)

Rajasthan Skill and Livelihoods Development Corporation (RSLDC)

IT Trainer

Sept 2015 to March 2018

Responsibilities

- Conducting IT skills gap analyses among employees
- Designing technical manuals using simple language
- Performing role-specific training on tools and programs each team uses daily
- Research and recommend learning systems
- Train new employees on proper use of hardware and software
- Apply educational methods to engage trainees
- Perform regular organization-wide trainings on system security
- Maintain updated records of training curriculum andmaterials
- Review company policies on computer use and cyber security

- *Vintron Infosystems*
  Web site developer
  July 2014 to June2015

Responsibilities

- Respond to user email inquiries, or set up automated systems to send responses.
- Register web sites with search engines to increase web site traffic.
- Create web models or prototypes that include physical, interface, logical, or datamodels.
- Analyze user needs to determine technical requirements.
- Develop or implement procedures for ongoing web site revision.
- Develop databases that support web applications and web sites.
- Develop and document style guidelines for web site content.
- Evaluate or recommend server hardware or software.
- Document test plans, testing procedures, or test results.
- Develop system interaction or sequence diagrams.
- Install and configure hypertext transfer protocol (HTTP) servers and associated operating systems
- Monitor security system performance logs to identify problems and notify security specialists when problems occur.
- Create searchable indices for web page content

Computer Proficiency

- HTML, HTML5, PHP, SQL
- Digital Marketing (SEO, SMM, SEM)

Personal skill

- Good leadership skills, while being able to follow orders systematically.
- Capable of handling stress constructively while multitasking.
- Confident public speaker.
- Listening Music.

Personal Details

- Father's Name : Mr. C. L. Sirotha
- Date of Birth : 4thNovember, 1990
- Gender : Female
- Nationality : Indian.
- Languages known : English, Hindi & Rajasthani.
- Marital Status : Married
- Permanent Address : Bright bags emporium khai road nayapura
  Kota (Raj.)

Declaration

I hereby declare Usha Sirotha that the information contained herein is true and correct to the best of my knowledge and belief.

Usha Sirotha