

# Mashkoorali Vohra - SEO

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## SUMMARY

Experienced SEO Executive with 5 years of hands-on experience in optimizing websites for search engines. Proficient in both technical and on-page SEO techniques, with a strong focus on keyword research and generating quality backlinks. Skilled in conducting thorough SEO audits to identify and implement improvements for enhanced organic visibility.

## EXPERIENCE

### Search Engine Optimization Executive | Comfort Click Softech Pvt Ltd

May 2019 - February 2024, Vadodara Area, India

- Conducted comprehensive keyword research and competitive analysis, resulting in a 20% increase in website traffic and a 15% improvement in organic search rankings within six months.
- Implemented technical SEO audits and optimized website performance, leading to a 25% decrease in bounce rate and a 30% increase in average session duration.
- Developed and executed on-page optimization strategies, resulting in a 40% increase in organic search visibility and a 25% boost in conversion rates.
- Collaborated with SEO managers and internal marketing teams to track, report, and analyze SEO performance, contributing to a 20% growth in revenue.
- Facilitated effective communication with developers and product teams to implement website enhancements, resulting in a 30% improvement in website load speed and a 25% increase in mobile usability.
- Improved website content quality and relevance, resulting in a 45% increase in organic search traffic over 12 months by utilizing keyword research tools such as SEMrush and Ahrefs.
- Increased user engagement by 35% within twelve months through the strategic optimization of on-page and off-page SEO elements, utilizing tools such as Google Analytics and SEMrush for precise tracking and adjustment.

### Digital Marketing Executive | Zithas

November 2018 - April 2019, Vadodara Area, India

- Developed and executed strategies to establish a robust digital presence, resulting in a 30% increase in online engagement and a 25% growth in social media followers within six months.
- Planned and managed social media presence on platforms such as Facebook, leading to a 40% increase in social media reach and a 20% boost in user interactions.
- Spearheaded the launch of optimized online advertisements via Google AdWords and Facebook, generating a 50% increase in brand awareness and a 35% rise in website traffic.
- Implemented SEO initiatives including On Page and Off Page optimization, resulting in a 25% improvement in website ranking and a 20% increase in organic search traffic.
- Utilized web analytics tools such as Google Analytics and HotJar to measure performance, achieving a 40% increase in conversion rate.
- Created and optimized landing pages using UnBounce resulting in a 35% increase in conversion rates over a 3-month period.

### Local SEO Specialist | Teleperformance

November 2016 - July 2018, Vadodara Area, India

- Optimized over 4000 local Google Business Profiles and websites, resulting in a 30% increase in local search rankings and a 25% boost in local traffic.
- Developed and executed strategies to enhance Google Business Listing rankings for clients across B2B B2C industries, achieving a 40% increase in online visibility and a 20% rise in customer inquiries.
- Conducted thorough keyword research, identifying high-value keywords for local search optimization, resulting in a 20% increase in website traffic and a 15% growth in conversion rates.
- Leveraged Google My Business features such as posts, photos, and videos to showcase clients' products/services, contributing to a 30% increase in customer engagement and a 25% rise in online reviews.
- Developed successful verification strategies for Google Business Profiles, ensuring credibility and trustworthiness, resulting in a 20% increase in customer trust and a 15% boost in brand reputation.

## EDUCATION

### Bachelor of Engineering in Mechanical | PARUL INSTITUTE OF TECH., LIMDA, VAGHODIA 087

7.2, 2012 – 2016

### Matriculation | DON BOSCO HIGH SCHOOL

80%, Vadodara, Gujarat, 2008

## SKILLS

