



RIYA SINGH

SEO EXECUTIVE & CREATOR PARTNERSHIP

CONTACT

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- LinkedIn

EDUCATION

- 2020 - 2022
IES COLLAGE OF
TECHNOLOGY BHOPAL
 - Master of Business Management
- 2016- 2020
IES COLLAGE OF
TECHNOLOGY BHOPAL
 - Bachelor of engineering from computer Science
- 2013-2015
EKLAVYA ARJUN COLLEGE
JAMUI BIHAR
 - Obtained by intermediate certificate (12th

SKILLS

- SEO
- LINK Building
- Email- Outreach
- Relevance AI
- Google sheet
- HTML
- Google Analytics
- Respona
- Infuencer marketing

PROFILE

As an SEO Executive at invideo AI since 2021, I have successfully positioned our company in the top 3 search engine rankings for key terms like "AI Video Editor" and "AI Video Generator" from 2023 to 2024. My focus on leveraging AI for SEO has driven significant visibility and success. Between 2021 and 2023, I spearheaded a collaborative effort that consistently generated over 300 monthly backlinks, enhancing our online authority and SEO rankings.

WORK EXPERIENCE

Invideo AI

SEO executive & Creator Partnership 2021 - PRESENT

- Create and execute comprehensive marketing strategies and campaigns to achieve SEO goals.
- Lead keyword research and competitive analysis initiatives.
- Manage high-quality SaaS link acquisition and team's link output review.
- Lead, mentor, and manage a high-performing tool like relevance AI for link building.
- Monitor and analyse website ranking.
- Build a partnership with influencers of different social media platforms..
- Create and manage the marketing budget, ensuring efficient allocation of resources and optimising ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Research and implement content recommendations for organic search success.
- Familiar with relevant tools like Ahref, MOZ, Semrush, Respona, Hunter, Google Analytics, GSC,etc.

Kreativan Technologies

SEO Executive 2020-2021

- perience with website audits, keyword research and
- off-page SEO.
- Provided recommendations and executed strategies for
- content development.
- Monitored and evaluated search results and performance
- to improve rankings.

Personal Strength

- Eagerness of learning
- Flexible
- Leadership quality