

Shushti Gabani

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SEO Executive

As a Digital Marketer and SEO Executive with over 2 years of experience, I specialize in driving organic traffic, improving search rankings, and leveraging analytics to fine-tune impactful strategies. I am also passionate about contributing to organizational growth while expanding my expertise in the digital space.

Education

Bachelors of Computer Applications

Sutex Bank College of Computer Applications and Science, Amroli, Surat. (VNSGU)
2019-2022

12th HSC GHSEB, Science Stream

Ankur Vidhya Bhavan, Katargam, Surat.
2019

10th SSC GSEB

Ankur Vidhya Bhavan, Katargam, Surat.
2017

Professional Experience

SEO Executive

Optimumbrew Technology LLP, Surat

Feb 2023 – Present

- Developed and executed comprehensive SEO strategies to enhance website traffic and improve rankings on Google and other search engines.
- Conducted extensive keyword research to identify high-volume search terms using tools like Google Keyword Planner and SEMrush.
- Optimized on-page elements including meta tags, header tags, image alt-text, and internal linking for enhanced user experience and SEO.
- Built and managed successful off-page SEO campaigns, including link-building and outreach strategies.
- Analyzed website performance using Google Analytics and Google Search Console, providing actionable insights to improve visibility and engagement.
- Collaborated with content teams to ensure the creation of SEO-friendly content aligned with target keywords and audience intent.

Web Developer Intern

IgnatiusLab Private Limited, Surat

October 2021 – Feb 2022

- Learned to design dynamic front-end components and implement APIs to enhance functionality and interactivity.
 - Gained hands-on experience in developing and maintaining responsive web interfaces using React.js, creating seamless user experiences across devices.
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Products / Projects

- [PhotoADKing](#)
 - [Lisi menu](#)
 - [Planwiz](#)
 - [DesignWiz](#)
 - [Flyerwiz](#)
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Skills

On-Page / Off-Page
Link Building
Competitor Analysis
Content Writer/ Strategy / Marketing
Graphic Designing
E-mail Outreach
Keyword Research
Google Analytics
Basic Computer Skills

Certifications

- Google Analytics Certified
 - Professional SEO Training Certificate
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Additional Information

Volunteer National Service Scheme (NSS) 2021

Contributed to organizing events and campaigns aimed at promoting education, health, and environmental awareness. Developed teamwork, leadership, and organizational skills through one year of dedicated volunteering.