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📍 Mumbai, Goregoan (E)

EDUCATION

UNIVERSITY OF MUMBAI BMM (Bachelor Of Mass Media)
2019 - 2022

CORECOMPETENCIES

- On-Page & Off-Page SEO
- Technical SEO & Audits
- Keyword Research & Strategy
- Conversion Rate Optimization (CRO)
- User Experience (UX)
- SEO Analytics & Reporting
- Competitor Analysis
- Content Strategy
- Team Leadership
- AI-driven SEO Trends

TECHNICAL SKILLS

- Screaming Frog
- SEMrush
- Ahrefs
- Majestic SEO
- SimilarWeb
- SEO Clarity
- MOZ
- Google Analytics
- Google Search Console
- Rank Watch

Clients Handling

- Bhavisha Homes
- Raymond Realty
- Purvankara
- Dosti Realty
- PLPB

SHRUTIKA JADHAV

SEO Executive

ABOUT ME

An SEO Professional with 3 years of experience in on-page, off-page, and technical SEO, I specialize in driving organic traffic, keyword research, and optimizing website performance with data-driven strategies. Proficient in UX, CRO, and team management.

WORK EXPERIENCE

SEO Executive

Realatte

Oct 2024 - April 2025

- Optimized search channels to boost organic traffic and rankings.
- Enhanced PDP/PLP content for improved visibility and conversions.
- Developed strategies targeting branded + business, and non-branded keywords.
- Focused on snippet-heavy optimization to increase CTR.
- Implemented tactics for Search Engine Generative Experience (SGE) to adapt to AI-driven search trends.
- Performed competitor gap analysis for product-specific niches.
- Boosted user engagement with interactive features and content strategies (SGE, user guides, parent-child structure).
- Led content outreach via linkable assets, guest posts, and shareable content.
- Recommended technical SEO improvements, including hubpages, localization, structured data, Core Web Vitals, and compliance with robots.txt and sitemaps.
- Continuously analyzed search trends, algorithm updates, and user behavior to refine strategies.
- Designed SEO strategies inclusive of on-page, off-page, and technical SEO to grow monthly organic traffic from 0 to over 10,000 monthly visitors.
- Generated report/review decks for clients, solving client queries and finding relevant solutions.
- Handled app platform, providing ASO recommendations, ASO pitch decks, etc.

SEO Executive

Digital Gratified

Oct 2021 - Sept 2024

- Conducted thorough research, analysis, and strategizing for achieving organic growth.
- On-page optimization tasks such as refining metatags, schemas, URLs, redirects, internal link structures, SEO copy editing, and sitemap review/maintenance.
- Conducted competitor analysis and developed content strategy.
- Managed 4-5 interns at one time, ensuring they were learning and performing tasks effectively.
- Optimized landing pages to drive increased traffic through SEO and UX efforts.
- Developed pitch decks and presented them to potential clients to secure new business.