

Pooja Kirad

SEO Specialist

New Delhi, India, 110075

Email ID: Pk130830@gmail.com

+91-9582765266

Professional Summary

Results-driven SEO Specialist and Digital Marketing Professional with 7 years of experience in search engine optimization, technical audits, content marketing, and e-commerce growth. Founder of a successful demi-fine jewelry brand, leveraging both organic and paid strategies to drive traffic and increase conversions. Adept at using industry-leading tools like Semrush, Ahrefs, Google Analytics, and Photoshop to achieve measurable improvements in online visibility and user engagement.

Skills:

- Ahrefs, Semrush (keyword research & backlink analysis)
- Website crawling, indexing audits and troubleshoot
- Fix canonicalization, technical seo, core web vital, broken links, 404 page, 301, 302 redirect issue.
- Interact with HTML, XML sitemap.
- Article, blog, and social media content writing with AI tool.
- Image designing in photoshop.
- E-A-T expertise, visual assets, geo tagging, site speed, reducing redirects, enable compression
- Responsive design, URL structure, HTML, CSS, Javascript.
- Handle Wordpress, Magento, Shopify and Joomla framework based website.
- Blog post, Article post, Business listing, Profile creation, Social Bookmarking, Classified post. Forum Posting, Commenting, Directory Submission, local SEO and others.
- Google Tag Manager.
- Schema tag implementation.
- Experience in digital marketing such as Social Media Monitoring, SEM, Display and Affiliate marketing
- R&D of competitor links for backlink strategy.

Work Experience

Founder, Dhandeep jewels India

Founder and operator of Dhandeep Jewels, a demi-fine jewelry brand on Amazon, managing all aspects of the e-commerce store operations for over one year. Successfully implemented and optimized both organic and paid marketing strategies to increase brand visibility and drive sales growth.

Slide Corporate Services (Dubai)

Digital Marketing Executive - June 2023 to March 2024

- Boost website quality backlink, DA, PA, spam score and bring organic traffic for the website.
- Monitor website on page seo, did keyword indepth keyword research and update website content.
- Analyze competetior website and list out trendy keywords.
- Use of Semrush tool, Ahref tool, Google analytics, search console, photoshop, chatGPT, Zoho CRM and keyword planner.

Rangreza Retail Services Pvt Ltd

SEO Specialist - September 2021 to March 2023

- Plan, develop and implement SEO strategy improve website traffic and keyword ranking in SERP.
- Website DA improved from 9 to 20.
- Handled team of 4 person.
- Implement changes to website structure, content modification, cross-linking, meta optimization, keyword cannibalization, linke broken issue and other factors to improve SEO.
- decrease bounce rate and enhance session duration and monthly visitors on site.
- Interaction with SEO tools, like as Google Analytics, Google Search Console, Semrush, Ahrefs, Moz, Grammarly, Ubersuggest and etc.

SIS Certifications Pvt. Ltd.

Team Leader - July 2020 to Aug 2021

- Managing a team of 4 people and working for keyword ranking and boosting organic traffic.
- Collaboration with client to promote our website on their portal.
- Prepared content for social posting, helped in guest posting and press release content.
- Backlink creation on blogging site, article site, classified, bookmarking, listing, directory and many more.

Unipro Education Agency

SEO Analyst - 2019 to December 2019

- Focus more on off page seo.
- Website audit create backlinks on blogging site, classifide site, article site, bookmarking, directory submission and posting infographics.

Hacxad Infotech Pvt. Ltd:

- Worked as a SEO Executive as well as content writer (Oct. 2016 to Feb 2018)

Achievements

- Successfully improved a client website's DA from 9 to 20.
- Scaled brand visibility and sales on Amazon through self-driven marketing.
- Built and managed a digital marketing team, enhancing overall performance by 35%.

Education:

(B.Tech) Bachelor of Technology (CSE) From RTU University

- Year of Graduation: 2016 with 69%.
- 12th passed from Board of Secondary Education Rajasthan in 2012 with 58.20%.
- 10th passed from Board of Secondary Education Rajasthan in 2010 with 60%.