

SALONI BHATNAGAR

Digital Marketing | Sr. SEO Analyst

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CORE COMPETENCIES



Digital Marketing/SEO
SEO Audits
Link Building/Outreach
Keywords Ranking Improvement
Technical SEO Fixes
SEO/SEM/SMM
Content Optimization
Data Analysis
Team Management & Leadership
Client Engagement



SOFT SKILLS

- Decisive
- Team Player
- Planner
- Critical Thinker
- Analytical



EXECUTIVE PROFILE

- **Seasoned Digital Marketing Professional:** Brings approximately 10.2 years of expertise in SEO (on-page & off-page), content optimization, influencer marketing, web analytics, and link-building.
- **Web Marketing Leadership:** Successfully managed comprehensive web marketing efforts, driving quality lead conversions with a functional understanding of HTML/CSS to support SEO and website optimization.
- **Analytical Excellence:** Skilled in analyzing keywords, leveraging Google Analytics and Google Search Console, and performing competitive analysis to improve visibility and rankings.
- **Website Optimization Expertise:** Proficient in monitoring and analysing website traffic, content quality, metadata, alt tags, navigation structure, sitemaps, and robots to resolve complex website issues and enhance performance.
- **Tool Proficiency:** Extensive experience with digital marketing tools such as Google Ads, SEMrush, Salesforce, AHREFs, Screaming Frog, Google Webmaster Tools, WordPress, and Google Analytics.
- **Market & Competitor Insights:** Adept at conducting market research, industry analysis, and leveraging customer insights to counter competitive actions, strengthen customer loyalty, and enhance brand positioning.
- **Campaign Management:** Expertise in managing multi-channel marketing programs, including paid campaigns, keyword research, ad copy editing, and negative keyword filtering to optimize performance and maximize ROI.



IT SKILLS

- **Content Tools:** Buzzsumo, Google Trends, Google News, and other content research platforms.
- **Competitor Analysis & SEO Tools:** Ahrefs (Competitor Research and Backlink Checker), SEMrush, Screaming Frog, SEO Quake, Keywords Everywhere, MOZ, and Ubersuggest.
- **Marketing & Analytics Tools:** Google Ads, Google Analytics, Google Search Console, Alexa (Website Traffic and Analytics), Zira, ZOHO, and ASANA (CRM tools).
- **Productivity Tools:** Microsoft Office Suite (Word, Excel, PowerPoint, etc.).



EDUCATION

- **2012:** **B.Tech. (ECE)**
Dev Bhoomi Institute of Technology, Dehradun; secure 70%
- **2008:** **SSC**
ICSE Board; secured 76%



PERSONAL DETAILS

Date of Birth: 2nd July-1991
Languages Known: English, Hindi
Address: Gurugram, Haryana, Pincode 122006

CAREER TIMELINE



ORGANIZATIONAL EXPERIENCE

Zee Media Corporation Limited, Noida

Sr. SEO Analyst

June 2022 – Present

- Optimize real-time Google News trending topics and keywords to improve visibility.
- Track competitors and guide writers to enhance content for Trending News and Google carousel rankings.
- Monitor and analyze website traffic, content quality, metadata, schemas, alt tags, navigation structure, sitemaps, and robots to ensure optimal performance.
- Identify growth opportunities for the web portal and develop strategies for future improvements.
- Oversee Search Console issues, including AMP, structured data, schemas, JSON, and coordinate with teams to resolve them.
- Collaborate with content, web development, and design teams to implement SEO-friendly improvements and template analyses.

Uplers Pvt. Ltd., Ahmedabad (Remote – Gurugram)

Sr. SEO Analyst

August 2021 – May 2022

- Conduct comprehensive website evaluations using tools like Screaming Frog, SEMrush, and AHREFs to identify technical issues.
- Detect SEO issues manually that are not flagged by tools and recommend improvements in website structure, design, and content.
- Perform intent-based keyword research for optimizing website pages and create metadata adhering to industry standards.
- Conduct content audits to address keyword gaps and improve content structuring.
- Develop authoritative link-building strategies to enhance website backlink profiles.
- Formulate strategies to increase organic website traffic based on thorough analysis.

Stellar Data Recovery Pvt. Ltd., Gurugram

Sr. Business Executive – International Business (Digital Marketing)

July 2019 – August 2021

- Managed software product marketing strategies, including SEO, PPC, SMM, influencer marketing, article marketing, video marketing, and mobile marketing.
- Tracked key metrics like download rates and conversion ratios, analyzed trends, and prepared comprehensive reports.
- Reviewed key operational systems related to product launches, market penetration, website optimization, product reviews, sponsored posts, guest post, outreach campaigns.
- Suggested web page updates to improve product visibility and user experience.
- Oversaw all activities related to assigned products on the website.

Greenbyte Web Pvt. Ltd., Noida

SEO Analyst – Digital Marketing

November 2017 – January 2019

- Led and managed a team by assigning tasks, strategizing workflows, and ensuring optimal outcomes.
- Oversaw SEO and SMO campaigns, conducted on-page and off-page optimizations, performed keyword research, and prepared monthly reports.
- Optimized content and managed ongoing and new campaigns to drive performance improvements.

Digital Web Solutions, Noida

Sr. SEO Executive – Digital Marketing

April 2015 – March 2017

- Handled link building and outreach campaigns for clients in the US, UK, Australia, and Europe.
- Collaborated closely with account managers in the UK and Australia to fulfil client requirements for SEO and outreach strategies.

Innovazion, New Delhi

SEO Executive – Digital Marketing

September 2013 – April 2015

Managed SEO and SEM campaigns for a diverse portfolio of clients, ensuring the achievement of performance goals.

