

ANJALI MAJOKA

SEO Analyst

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CAREER SUMMARY:

I am an SEO specialist with over 4 years of experience, focused on optimizing website visibility and driving organic traffic. Seeking a challenging role to apply my skills and contribute to organizational growth while staying updated on emerging IT trends.

WORK EXPERIENCE:

Sr. SEO Specialist | FRANK LIFECARE PRIVATE LIMITED **Jan 2024 - Present**

- Successfully improved website traffic by 25% through effective SEO strategies.
- Conducted keyword research, increasing target keyword rankings by 50%.
- Optimized on-page elements (content, meta tags, etc.), boosting click-through rates by 50%.
- Ensured technical SEO compliance (site speed, mobile-friendliness), reducing bounce rate by 15%.
- Analyzing competitors' SEO tactics.
- Staying updated on SEO trends.
- Monitoring performance and directly reporting to the Director.

SEO Team Lead | Calls Bridge Pvt Limited **Dec 2022 - Dec 2023**

- Responsible for SEO (On Page, Off Page, Technical SEO, Link building), leading to a 55% increase in organic traffic.
- Conducted keyword research analysis, improving keyword rankings by 40%.
- Performed comprehensive website audits, resulting in a 70% improvement in site performance.
- Optimized existing website content for specific keywords, leading to a 15% increase in search engine visibility.
- Competitor Analysis.
- Work with other marketing teams to integrate SEO into all marketing efforts.
- Report on SEO performance to management on a weekly basis.

SEO Specialist | Faith eCommerce Services **Aug 2020 - Dec 2022**

- Responsible for SEO (On Page, Off Page, Technical SEO)
- keyword Research and Analysis for SEO and Google Ads.
- Responsible for Website Audit and Analysis
- Handling client interactions and managing their SEO needs.
- Weekly and Monthly report creation of Projects
- Responsible for Google and Facebook Ads Management and Report Creation
- Responsible for Assigning work to content writers and other team members
- Content Creation using AI tools (prompt creation for daily tasks)
- Interfaced with the Digital Marketing Manager to formulate the annual SEO strategy for the firm

EDUCATION:

2022-2024 | DCRUST University

Master of Business Administration - Marketing & HR

2019-2022 | DCRUST University

Bachelor of Computer Application

Tools Knowledge: Google Analytics, SEO Semrush, Ahref, Facebook Ads, Google Ads (Intermediate), Uber Suggest, Google Search Console

Soft Skills: Team Leadership, Time Management, Effective Communication, Content Strategy, Keyword Analysis, Project Management, Social Media Strategy

REFERENCE:

Janak Bhutani | Digital Marketing Manager

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Rajesh Sharma | Digital Marketing Manager

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