

# Meet Pavasiya

SEO SPECIALIST

**Contact**

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## Professional Summary

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Results-oriented SEO Strategist with over 3 years of experience driving organic growth across SaaS, eCommerce, and content-driven platforms. Proven track record in developing keyword-driven content strategies, optimizing on-page elements, and building internal linking structures that enhance topical authority and crawlability. Skilled in collaborating with editorial teams to create scalable content templates and SEO briefs aligned with search intent and business goals. Proficient in tools like Google Analytics, Search Console, Ahrefs, and SEMrush to analyze performance, identify content gaps, and deliver actionable SEO insights.

## Skills

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**Core Skills**

- Keyword research
- Content gap analysis
- SEO content briefing
- Collaboration with editorial teams
- On-page SEO (title tags, meta descriptions, headers)
- Content structure optimization
- Content template creation
- Content clustering
- Internal linking strategy
- Existing content auditing
- SEO performance analysis
- Reporting & data interpretation
- Use of SEO tools (GA, GSC, SEMrush, Ahrefs)
- Understanding of search engine algorithms
- Knowledge of search intent
- Crawlability and indexation best practices
- Topical authority building
- A/B testing for content optimization
- Communication and teamwork
- Staying up-to-date with SEO trends and updates
- Content template creation
- Content cluster strategy & topic hub building
- SEO content briefing for writers
- Internal linking frameworks at scale
- Collaboration with editorial/content teams
- Communication, Collaboration, Adaptability, Time management

## Work Experience

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**Sr. SEO Executive | Grow Solutions**

IT & App Development Company | Oct 2024 – Present

- Optimized SEO for PlayZen.io (gaming) and FotoAI.app (AI keyboard), boosting monthly traffic to 914+ and 855+, respectively.
- Developed and implemented structured data using JSON-LD, including Review, Organization, and Article schema (main image & title) to enhance SERP appearance, boost CTR, and support brand visibility.
- Implemented on-page SEO (meta tags, schema, internal linking) for 3,000+ keywords.
- Improved page speed, mobile UX, and indexing using technical site audits and GSC.
- Secured 4.5K+ total backlinks (FotoAI: 2.5K+, PlayZen: 2K) to improve domain authority.

## SEO Growth Strategist | WorkOnward

Recruitment Software (SaaS) | Aug 2023 – Mar 2024

- Managed SEO for workonward.com and app.workonward.com; achieved 199K organic impressions and 2.46K clicks in 3 months.
- Conducted technical audits, built internal link structures, and optimized metadata.
- Built and executed end-to-end SEO strategy, improving rankings and CTR for core keywords
- Created content briefs and managed internal linking across 100+ blog pages

## Marketing & E-Commerce Specialist | Happy Coo (Shopify)

Baby Care Dropshipping Brand | Mar 2023 – Sep 2023

- Led social media strategy (Instagram, Facebook) with organic content growth.
- Collaborated with 3 micro-influencers, managing product sends and reel campaigns.
- Customized Shopify theme for improved user experience, navigation, and conversion optimization.
- Used Hotjar heatmaps and behavior tools to analyze drop-offs and increase conversion.

## SEO Executive | Gemone Diamond (Shopify)

Jewelry & Diamond E-Commerce | Jan 2022 – Feb 2024

- Delivered +40% growth in organic traffic via SEO and content marketing.
- Executed on-page SEO: keyword targeting, schema markup, and metadata optimization.
- Customized Shopify theme and improved navigation for better UX and crawlability
- Led ethical link-building campaigns targeting jewelry industry blogs and directories
- Conducted in-depth keyword research and created SEO strategies tailored to product categories and search intent.

## Founder & SEO Specialist | Quick Recipe (Side Hustle)

Food Recipe Blog | Nov 2022 – Present

- Built and ranked a recipe blog quickrecipies.com from scratch; achieved 1.12K clicks and 54.6K impressions.
- Designed custom WordPress theme and improved site structure & crawlability (Ahrefs Health Score: 83%).
- Managed full SEO lifecycle: keyword research, content writing, internal linking, and backlink acquisition.
- Achieved 2.1% CTR and avg. position of 16.9 on target keywords.

## Education

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### Bachelor of Business Administration (BBA)

Rabindranath Tagore University | 2021 – 2024

### Digital Marketing Certificate

SATVBIZ Academy | 2020 – 2021 (6 months)

## Certification

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- Beginner SEO with Semrush – **Semrush Academy**

- AI-Powered Marketer – **Semrush Academy**

- Navigating On-Page & Technical SEO – **Semrush Academy**

- Product Marketing Course – **Udemy**