



SUMMARY

As a SEO Executive with three years of hands-on experience, I bring a solid track record of success in optimizing digital presence and driving targeted traffic. With a primary focus on managing projects for Bajaj Finserv. I have honed my skills in both On-page and Off-page optimization techniques. My strategic approach revolves around enhancing online visibility and leveraging data analytics to refine and improve SEO strategies continually. I am passionate about staying abreast of industry trends and am eager to contribute my expertise to further elevate the digital footprint of any organization.

EDUCATION

Diploma Computer Application

- Developed and implemented a mobile app for tracking fitness goals as part of a semester-long project.

(SEO) Bull18 Network

- Conducted keyword research and implemented on-page SEO strategies to optimize website content for search engines
- Developed off-page SEO tactics including link building and outreach campaigns to improve website's search engine rankings
- Analyzed website performance metrics and created reports to track SEO progress and effectiveness of strategies
- Collaborated with team members to implement SEO best practices and stay up-to-date on industry trends and algorithms

SKILLS

Working on Different aspects of Digital Marketing and its ecosystem and more inclined towards Search Engine Optimization

- Doing site audits and Keyword Research.
- Optimize Websites for SERP's
- Off-Page Link Building Through Various Techniques
- Doing Market Research and Competitor Analysis
- Maintaining Data & Custom Reports on Excel for Client
- Industry research
- Content Brief
- Technical Analysis
- Google Analytics 360
- Moz's Semrush & Ahrefs

PROFESSIONAL EXPERIENCE

Technagnate: Digital Marketing Agency

Seo Executive

Working on Different aspects of Digital Marketing and its ecosystem and more inclined towards Search Engine Optimization

- Doing site audits and Keyword Research.
- Optimize Websites for SERP's
- Off-Page Link Building Through Various Techniques
- Doing Market Research and Competitor Analysis
- Increasing Organic Reach and Lead Generation
- Maintaining Data & Custom Reports on Excel for Client
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BThrust

Seo Executive

- Link building from authoritative sites.
- Content marketing for natural backlinks.
- Social media engagement for brand visibility.
- Online reputation management.
- Monitoring brand mentions and turning them into backlinks.
- Optimizing local SEO.
- Guest Post & Outreach.
- Conducting outreach for free guest post opportunities.
- Tracking and reporting off-page metrics for strategy refinement.
- Podcast Submission.

Bon Mon Trip

Seo Executive

- Implemented outreach strategies to acquire high-quality backlinks from authoritative websites and managed relationships with external partners, bloggers, and influencers for guest posting and collaboration opportunities.