

HIMANI PRABHAKAR

SEO Executive | On-Page & Off-Page SEO Specialist

📍 Yamunanagar | 📞 9729615804 | ✉️ hprabhakar0025@gmail.com

PROFESSIONAL SUMMARY

Results-driven SEO Executive with 4 years of proven expertise in both on-page and off-page SEO. Demonstrated ability to increase organic traffic, enhance keyword rankings, and optimize website performance. Skilled in technical SEO, content optimization, and strategic link-building. Adept at using analytics tools to drive measurable results and support overall digital marketing goals.

KEY SKILLS

- On-Page SEO (Meta Tags, Schema Markup, Internal Linking)
- Off-Page SEO (Backlinking, Guest Posting, Outreach)
- Keyword Research & Competitor Analysis
- SEO Tools: Google Analytics, Google Search Console, SEMrush, Ahrefs
- Technical SEO
- Content Strategy & Optimization
- Performance Monitoring & Reporting
- CMS: WordPress, Shopify, BigCommerce
- Canva Designing
- Basic HTML/CSS Knowledge

EXPERIENCE

- SEO Executive
Zada Zada Agency – Atlanta, Georgia | January 2022 – Present
 - - Optimized over 100+ web pages, resulting in a 45% increase in organic traffic within 6 months.
 - - Developed and executed link-building campaigns leading to a 30% boost in domain authority.
 - - Conducted in-depth keyword research and competitive analysis to improve ranking of targeted pages.
 - - Collaborated with content and development teams to implement effective on-page SEO strategies.
 - - Monitored performance using Google Search Console and GA4, generating regular performance reports.

- SEO Analyst
Imark Infotech – Yamunanagar | February 2021 – April 2022
- - Created monthly SEO reports and maintained keyword tracking dashboards.
- - Participated in backlink audits and disavow processes to address SEO penalties.
- - Supported blog updates and optimized content based on search trends.
- - Executed guest posting strategies and off-page SEO activities such as blog submissions and backlink creation.

EDUCATION

B.Tech in Information Technology
JMIT, Radaur | 2018

Diploma in Computer Science
SJPP, Damla | 2015

CERTIFICATIONS

- Google Analytics Certification
- HubSpot SEO Certification
- SEMrush SEO Toolkit Course

ADDITIONAL INFORMATION

- Availability: Immediate
- Languages: English, Hindi

Eager to contribute my SEO expertise to a growth-driven organization while continuously expanding my digital marketing skillset.

Himani Prabhakar