

# H I R A L C H A U H A N

SEO EXECUTIVE



## SUMMARY

I am a qualified and professional Digital Marketer with 3 years of experience in SEO, SMO & PPC. Strong creative and analytical skills. Team player with an eye for detail. Knowledgeable in all aspects of Search Engine Optimization techniques, methods, and algorithms.



## CONTACT

Mobile:  
8488821460

Email:  
hiralchauhan2910@gmail.com



## SKILLS

### TECHNICAL SEO

### ON-PAGE SEO

### OFF-PAGE SEO

HTML, CSS, & JS

### WORDPRESS

### SOCIAL MEDIA MARKETING

### CONTENT STRATEGY

### BLOG WRITING

### PROJECT & TEAM MANAGEMENT



## EXPERIENCES

### SR. SEO EXECUTIVE

2020 - PRESENT

### APPEGIC

Managing all SEO activities - Content Strategy, Keyword Identification, Technical SEO, On-Page SEO, Off-Page SEO, Copywriting to increase rankings on all major search engines. Competitor & Industry analysis. Website auditing & performance report creation Team Management & Client Interaction. Social Media & Search Engine Marketing Campaign Management. Monthly / Weekly track KPI's & ROI to assess performance & pinpoint issues.

### SEO EXECUTIVE

2019-2020

### INFOSEED

Managed the SEO Team. • Supervised all SO activities - Keyword Research, Website Auditing, On-Page & Off-Page Optimization. Monthly Competitor Research. Client Communication. Handled Social Media



## EDUCATION

BACHELOR OF  
ENGINEERING, CE

ALPHA COLLEGE OF ENGINEERING  
CGPA - 7.32



## TOOLS

SEMRUSH

AHREF

HUBSPOT

GOOGLE ANALYTICS

GOOGLE SEARCH CONSOLE

BASECAMP

GOOGLE DATA STUDIO

SCREAMING FROG

CONDUCTOR

CANVA

LIGHTHOUSE

ASANA



## CERTIFICATIONS

FUNDAMENTALS OF DIGITAL MARKETING | ADVANCE GOOGLE ANALYTICS | HUBSPOT SOCIAL MEDIA