



Swati Mohapatra

SEO EXECUTIVE

PROFILE

C/o: Sunil Mohapatra
Mobile : 7789894493
Email-id : mswati036@gmail.com
Current Address: Sisupalagarh, Bhubaneswar

CARRIER OBJECTIVE

To work in a firm with a professional work driven environment where I can utilize and apply my knowledge, skills which would enable me as a professional to grow while fulfilling organizational goals.

Education

B.Tech in Computer science And Technology
from Ghanashyama Hemalata Insitute Of
Technology

Year : 2012-2016

Marks Secured : 65%(In Percentage)

+2 in Science stream from Nimapada Junior
College, Nimapada

Year : 2010-2012

Marks Secured : 57%(In Percentage)

Board : CHSE

Matriculation From Annapurna Bidyapitha,
Charichhaka

Year : 2007-2010

Marks Secured : 74%(In Percentage)

Board : BSE

PERSONAL DETAILS

Name : Swati Mohapatra
Father's Name : Mr. Sunil Mohapatra
Mother's Name : Mrs. Sipra Mohapatra
Date Of Birth : 15.05.1995
Category : General
Gender : Female
Marital Status : Unmarried
Language Known : Odia, English & Hindi
Nationality : Indian
Religion : Hindu

SKILLS SUMMERY

Page Optimization

Pre Optimization Analysis, (audit report)
Keyword Analysis
Keyword Effective Index
Meta Tag, Image Alt tag, Header tag,
Canonical Tag, URL and Content Optimization
Competitor Analysis
Site Map generation
Robots.txt Optimization
XML Sitemap Creation and Submission
Google Analytics & Webmaster tools

Off-Page Optimization

Submission.
Directory Listing
Bookmarking
Link building
Image Creation Submission
Podcasting
Classified Ad posting.
Social Bookmarking.
Forum Participation.
Video creation and submission.
Press Release Submission.
Pdf Submission
Power Point Sharing.

Social Media Marketing

Social Media Optimization
Facebook Page creation and increase like and
maintain.
Twitter Page creation. Linked
in page management
Pinterest page maintenance.
Facebook Ads.

PROGRAMMING SKILLS

- MS Office
- C Programming
- HTML
- CSS
- JAVASCRIPT
- SEO
- Digital Marketing

TOTAL EXPERIENCE

1.Highermatrix Consultancy Pvt.
Ltd.,Bhubaneswar

Designation : SEO Executive

Exp : 8 Months

Implement search engine optimization technique
On-page Optimization and Off-page optimization
Social Media Optimization in
Facebook,Twitter,LinkedIn etc Google Analytic
Research
Manage keyword Analysis(search console)and
maintain keyword ranking

2. Payfoodr Pvt. Ltd., Bhubaneswar

Designation : Website Co-ordinator

Exp : 6 Months

Implement search engine optimization technique
On-page Optimization and Off-page optimization
Social Media Optimization in
Facebook,Twitter,LinkedIn etc Google Analytic
Research
Manage keyword Analysis(search console)and
maintain keyword ranking

DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.

Place: Bhubaneswar

Date:

CONFERENCES And WORKSHOPS

Name : Soft Skill Development

Period : 1 day

Location : Orissa Engineering College (OEC)
Bhubaneswar

Description : Experts from reputed institutions
of India trained the students on
various aspects of soft skills

HOBBIES & INTEREST

Net surfing,Cooking, Creative writing

• STRENGTH

- Able to work in a team
- Self Confidence
- Honest
- Responsible
- Punctual

Swati Mohapatra
(signature)