RAYA MAJUMDAR

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SUMMARY

I'm Raya Majumdar, a dynamic SEO & Digital Marketing Specialist with 3 years of experience crafting data-driven online strategies. Armed with an MBA in Marketing, I specialize in search engine optimization (SEO), website optimization, content marketing, and analytics. I thrive on boosting brand visibility, increasing organic traffic, and turning data into measurable results. From technical SEO and keyword research to UX enhancements and digital strategy, I blend creativity with analytics to transform challenges into growth opportunities. Let's make your brand more visible, discoverable, and impactful online!

WORK EXPERIENCE

Website & SEO Specialist, Vendasta Technologies   Jan 2024- Present

- **SEO Strategy Development:** Developed & executed SEO strategies, boosting organic traffic by 150% and improving keyword rankings by 50+ positions in Google SERPs.This ensures VIP clients achieve maximum visibility and competitive advantage in their respective industries.
- **Advanced Keyword Research & Analysis:** Utilize tools like SEMrush, Ahrefs, Moz, and SEranking to conduct in-depth keyword research, identifying high-value keywords for optimization. I focus on both short-tail and long-tail keywords, considering search volume, competition, and click-through rates.
- **Technical SEO Audits & Issue Resolution:** Conduct technical SEO audits with tools like Google Search Console to identify crawl errors, broken links, and duplicate content. I resolve issues such as 404 errors and improper redirects to ensure seamless crawling and optimal rankings.
- **Competitor SEO Analysis:** Regularly analyze competitors' SEO strategies to uncover strengths, weaknesses, and opportunities for improvement. This allows me to fine-tune SEO efforts for VIP clients, ensuring they remain ahead of the competition.
- **Structured Data Implementation (Schema Markup):** Implement Schema.org markup using JSON-LD to enhance search engines' understanding of the content. This boosts visibility in SERPs, improves click-through rates, and helps secure rich snippets and knowledge panels.
- **On-Page Optimization:** Optimize critical on-page elements, including title tags, meta descriptions, headers, and internal linking. This ensures pages are correctly indexed by search engines and aligned with best SEO practices for higher rankings.
- **Mobile SEO & AMP (Accelerated Mobile Pages):** Conduct mobile usability tests in Google Search Console and implement responsive design to ensure the site is mobile-friendly. For faster load times, I implement AMP, enhancing mobile SEO performance and user experience.
- **Core Web Vitals Optimization:** Optimize for Core Web Vitals (LCP, FID, CLS) using tools like PageSpeed Insights and Lighthouse to improve user experience. This reduces load times and enhances interactivity, leading to better SEO rankings.
- **Link Building & Authority Growth**: Execute ethical link-building strategies to acquire high-quality backlinks through guest posts and PR efforts. This strengthens domain authority, boosting the site's credibility and organic search rankings.
- **Local SEO Optimization:** Optimize Google My Business profiles and Bing Places ensure accurate local directory listings for improved local SEO. This drives region-specific traffic and increases visibility in local search results.
- **Content SEO Strategy & Execution**: Work with content teams to develop SEO-driven content strategies that meet search intent and audience needs. This enhances organic reach, engagement, and visibility for VIP clients.
- **Performance Tracking & Analytics:** Use tools like Google Analytics and Search Console to track website performance, monitor rankings, and analyze user behavior. This data guides continuous SEO improvements and ensures the effectiveness of strategies.
- **Domain Configuration & DNS Management:** Manage domain-related issues by configuring DNS settings (A records, CNAME, MX records) and ensuring proper domain routing. I also resolve domain issues like expired domains or misconfigured nameservers to ensure secure website access.
- **Website Performance & Load Time Optimization:** Use tools like GTmetrix and WebPageTest to diagnose and optimize site performance, focusing on reducing page load times. Implement strategies such as image compression, lazy loading, and CDNs to improve speed and user experience.

- **Content Management System (CMS) Troubleshooting:** Provide technical support for CMS platforms like WordPress, Duda, Squarespace,Weebly and Webflow by resolving plugin conflicts, theme issues, and database errors. Regular updates to core CMS elements and plugins ensure optimal performance and security.
- **Client Communication & Collaboration:** Work closely with western-based clients, including VIP clients, understanding their unique goals and objectives, and offering tailored SEO strategies and website solutions to ensure client satisfaction and success.

Digital Marketing Executive ARC Document Solutions   May 2022 - December 2023

- **Building Brand and Creating Brand Awareness:** Develop strategies to build brand identity and increase awareness across various digital platforms, including social media channels. This involves creating engaging content and leveraging paid and organic campaigns to maximize brand visibility.
- **Developing and Managing E-Commerce Marketing Strategy**: Create and oversee e-commerce marketing strategies to drive traffic, optimize conversion rates, and boost online sales. This includes planning promotions, improving product visibility, and managing product launches for maximum impact.
- **Improving Website User Experience:** Collaborate with the development team to enhance website usability and ensure a seamless user experience. Implement improvements that streamline navigation, optimize speed, and increase engagement, driving higher user satisfaction and conversions.
- **Creative Ideas for Content Marketing & SEO Optimization:** Generate creative content marketing ideas that align with brand messaging and customer needs. Optimize website content through SEO best practices to improve organic search rankings and attract more relevant traffic.
- **Measuring Performance with Web Analytics Tools**: Utilize web analytics tools like Google Analytics to track and measure the performance of digital marketing campaigns. By analyzing data on traffic, user behavior, and conversions, I continuously refine strategies for better results.
- **Market Research & Competitor Analysis:** Conduct thorough market research and competitor analysis to identify industry trends and uncover opportunities. Staying informed about online marketing best practices ensures that strategies remain innovative and aligned with current digital trends.
- **Achieved 20x Sales Growth:** Successfully implemented marketing strategies that resulted in a remarkable 20x increase in sales within one year. This achievement was driven by a combination of targeted campaigns, SEO optimization, and user experience improvements.
- **Enhanced website health** by 6 times, detailed data available at [https://bit.ly/some-achievements].

EDUCATION

- **MBA in Marketing, EIILM / Vidyasagar University February 2020 - July 2022**
- **BA in Sociology, Kalyani Mahavidyalaya June 2016 - May 2019**
- **Secondary and Higher Secondary, Barrackpore Girls' High School 2014 - 2016**

CERTIFICATIONS

- **Inbound Marketing - Hubspot**
- **Email Marketing - Hubspot**
- **Google Analytics 4 - Udemy**
- **Digital Advertising - Hubspot**
- **Social Media Marketing - Hubspot**
- **Advanced SEO - Udemy**
- **The Fundamentals of Digital Garage**

EXTRA CURRICULAR ACTIVITIES

- **Classical Dance**
- **Trekking**
- **Marathon Runner**