

SHIVAM SINGH

SEO EXECUTIVE | FULL STACK DEVELOPER | UI/UX DEVELOPER

CONTACT

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SKILLS

SEO & Digital Marketing

- Technical SEO, On-Page & Off-Page SEO
- Keyword Research & Competitor Analysis
- Site Audit & SEO Optimization
- Link Building & Content Optimization

Full Stack Development

- HTML5, CSS3, JavaScript (ES6+)
- React.js, Node.js, Express.js
- MongoDB, RESTful APIs
- Responsive & SEO-Friendly Web Development

UI/UX & Frontend Design

- UI/UX Design Principles & Usability
- Figma (Auto Layout, Components, Design Systems)
- Tailwind CSS & Modern UI Design
- Wireframing & Prototyping

CERTIFICATION

- Google My Business
- Full Stack Development
- Getting Started with SeMrush
- Keyword Research with SeMrush: A Step-by-Step Guide
- SEO Essentials with SeMrush

PROFILE

BCA graduate with professional experience as an SEO Executive, Full Stack Developer, and UI/UX Designer, specializing in building high-performing, SEO-driven, and scalable web applications. Proven expertise in technical SEO, keyword research, MERN stack development, and UI/UX design using Figma and Tailwind CSS, with a strong focus on performance optimization and usability.

WORK EXPERIENCE

Karyarth consultancy

04-07-2024 - 31-07-2025

SEO Executive

- Executed comprehensive on-page and off-page SEO strategies to improve website visibility and search engine rankings.
- Conducted in-depth keyword research and competitor analysis using SEMrush and Google Keyword Planner.
- Performed technical SEO audits, identifying and resolving issues related to site structure, indexing, sitemap, and robots.txt.
- Managed link-building activities including directory submissions and quality backlink acquisition.
- Monitored website performance using Google Search Console and Google Analytics, preparing regular SEO reports and insights.
- Collaborated with content and development teams to ensure SEO best practices were implemented across web pages.

Karyarth consultancy

10-10-2023 - 04-07-2024

SEO Intern

- Assisted in keyword research, meta tag optimization, and on-page SEO implementation.
- Supported off-page SEO activities, including backlink submissions and basic outreach.
- Conducted website audits and helped identify SEO improvement areas.
- Gained hands-on experience with SEO tools such as Google Search Console and SEMrush.
- Prepared SEO performance reports under senior supervision.

EDUCATION

Bachelor of Computer Applications

Lucknow University

Intermediate / High School

SSA PUBLIC SCHOOL