

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