Babita

Delhi, India | +91-8851131565 | [by477227@gmail.com](mailto:by477227@gmail.com) | [linkedin.com/in/babita-kumari-7bb700285](https://www.linkedin.com/in/mandeep-singh-jassal)

Results-Driven Digital Marketing Executive with over 3 years of experience in SEO. Adept at using tools such as SEMrush, Moz, Ahref, Google Analytics, Google Search Console, Google Tag Manager, Microsoft Clarity and Adobe Creative Suite to optimize online presence and drive high-quality leads. Recognized for enhancing organic ranking, increasing leads by 30%, Strong ability to analyze data-driven insights and collaborate with teams to achieve business objectives.

**SEO ( Expert ) | Meta Ads (Basic) | Google Ads (Basic) | WordPress (Intermediate) | HTML (Basic) | CSS (Basic) | MS Office | Excel**

# Work Experience

**SEO Executive –AMSDigital Pvt. Ltd., Okhla, New Delhi**

**Handled Project:-**

**dr.raghu.com, fdasindia.com, amsdigital.in, puneet.ae**

* Assisted in editing podcasts and submitting podcasts on multiple platforms.
* Worked with the graphic design team to create designs for both in-house and client projects.
* Contributed to a 15% increase in podcast listenership by optimizing submissions and promotions.
* Submitted High DA | PA sites and increase ranking and website Domain Authority
* Coordinated with clients to understand their marketing needs and tailored strategies to meet their specific goals.

**SEO Executive –Kitoinfocom Pvt. Ltd., Okhla, New Delhi**

**Handled Project:-**

**monoindutries.in, elantiscare.com, multitechelevators.com**

* Ranked websites in competitive niches at the top 10 for multiple high-volume keywords using SEO strategies.
* Conducted market research to inform effective SEO.
* Coordinated with clients to understand their marketing needs and tailored strategies to meet their specific goals.
* Utilized SEO tools and strategies to track and analyze performance metrics, optimizing strategies based on insights.

**SEO Executive – Esearch Solution Pvt. Ltd., Sarita Vihar**

**Handled Project:-**

**saraambulance.com, drpkgupta.com, caseforgold.com**

* Implemented comprehensive SEO strategies tailored for a India-based in-house project, resulting in enhanced online visibility and improved ranking positions.
* Conducted thorough keyword research, executed on-page optimization techniques, and engaged in off-page link-building activities specifically targeted towards the India market.
* Utilized data-driven insights to track and analyze performance metrics, refining SEO initiatives for optimal results.
* Achieved significant ranking improvements for service pages and blogs, securing multiple keywords on the first page & second Page of search engine results.
* Successfully generated a continuous flow of highly qualified leads through strategically planned SEO initiatives, increasing organic and referral leads by 30%.

# Education

**Bachelor of Arts (B.A) –** Delhi University, Delhi (July 2020 – Jun 2023) **12th –** SKV. Sarita Vihar, New Delhi (Year of Completion: 2019) **10th –** SKV. Sarita Vihar, New Delhi (Year of Completion: 2017)

# Others

**SKILLS**

* Punctual
* Problem Solving
* Creativity
* Leadership
* Hard Working

**HOBBIES**

* Learning Languages
* Cooking
* Traveling
* Art & Design
* Blogging
* Writing

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| **PERSONALINFORMATION** | |  |  |
|  | Date Of Birth | : | 21thJune 2000 |
|  | Father’s Name | : | Mr. Hari Yadav |
|  | Sex | : | Female |
|  | Marital Status | : | Unmarried |
|  | Religion | : | Hindu |
|  | Nationality | : | Indian |
|  | Language Known | : | English and Hindi |