

# RIDHI KAPOOR

DIGITAL MARKETING/  
SEARCH ENGINE OPTIMIZATION EXECUTIVE

## SKILLS

- SemRush, Ahrefs, Screaming Frog, Moz..etc
- SEO Tools
- Data Analysis
- Google Analytics
- Google Tag Manager
- Google Search Console
- Looker Studio Reports
- Agency Analytics Tool
- Competitors Analysis
- Gap Analysis
- Link Building
- SEO Protection
- URL Mapping
- Content Optimization
- Technical Handling
- Keyword Research
- Canva
- WordPress/Wix Management
- Microsoft Excel
- Communication skills
- PowerPoint Presentations
- Social Media Handling
- Email marketing
- Google Ad Campaigns (B)

## EDUCATION

**University Of Sunderland, London**  
**Masters in Digital Marketing ( MBA )**

2022-2023

**University Of Mysore, Bangalore**  
**Masters Of Business Administration**

2021-2023

**Gujarat University, India**  
**Masters Of Commerce (M.Com)**

2017-2020

**GLS University, India**  
**Bachelors Of Commerce (B.Com)**

2017-2020

**Linkedin Profile**

**Certifications**

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## LANGUAGES

English	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>
Hindi	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>
Gujarati	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>

## CONTACT

 07521626964  
 [ridhisid@gmail.com](mailto:ridhisid@gmail.com)  
 London

## PROFILE

I have actively engaged in all aspects of SEO, including On page/Off-page optimization, and Technical and have delved into advanced SEO and AI tools as an SEO person. My expertise spans the technical and strategic use of these technologies for process automation, data analysis, and decision-making, aligning with digital marketing's dynamic nature. Skilled in Technical Audit, SEO strategy making and competitor analysis, I excel in clear communication, strategy formulation, and goal achievement by removing all issues from the website. Eager to grow and contribute, I aim to leverage my SEO knowledge and innovative approaches to drive excellence in digital marketing within your team.

## WORK EXPERIENCE

### SEO Executive

November 2023 - Current

#### **Q-Online Digital Marketing Company, London, UK**

- Leverage tools such as Google Operators, Google Analytics, Google Search Console, and Google Tag Manager for in-depth SEO analysis, tracking website performance, managing tags, and generating actionable insights for continuous optimization.
- Aimed and successfully increased the health score of the business to over 90% and ensured optimal crawlability and indexability of websites through Screaming Frog, SEMrush & Ahrefs.
- Conduct keyword research and gap, Content Gap while performing competitive analysis to uncover trends and opportunities for enhancing website visibility for various B2B sectors including Dental, Automotive, Cab services, Law Firms & more.
- Did in-depth SEO Audit from auditing to solving the issues and briefing the developers for the website together with increasing User Experience and Content Quality.
- Develop off-page optimization strategies by creating Link Building Plan, and managing a link-building team by successfully completing the targets.
- Utilized Looker Studio and implemented other massive report creation tool from scratch to advance to create detailed reports, providing regular updates on key SEO metrics to meet the unique needs of clients across industries for sustained success.

### SEO Executive

June - November 2022

#### **ECOM Shopping Solution, Bangalore, India**

- Conducted in-depth keyword research and competitive analysis to enhance organic search visibility. Implemented on-page and off-page optimization techniques, adjusting meta tags and executing link-building efforts, to elevate search rankings and domain authority.
- Utilized Google Search Operators and Google Analytics for comprehensive SEO analysis and performance tracking. Collaborated with content creators to integrate SEO best practices and resolve technical issues via basic HTML.
- Continuously monitored SEO metrics, addressed technical challenges, and reported developments to stakeholders for ongoing optimization.

### Business Development Executive

February - May 2022

#### **Qortechno LLP, Bangalore**

- Utilise research and networking to identify customers, keep up with important stakeholders to increase opportunities, convert leads to increase revenue, negotiate skilfully to seal transactions that support corporate objectives, and keep up with industry developments to plan strategically with content.
- Keep up with market changes so you can include pertinent subjects in your content planning.

### Social Media Marketing Intern

May - August 2021

#### **Zizzy Technologies, Ahmedabad, India**

- In order to improve Brand Awareness and involvement on Social Media, write interesting Articles; Edit Content for correctness and brand consistency | Utilise SEO Techniques to improve visibility; and use Analytics to improve strategy and boost performance.

# RIDHI VIJAY KAPOOR

## COVER LETTER

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TO WHOM IT MAY CONCERN,

Hi, Sir/Madam

I'm thrilled to submit my application for the posted SEO position at your organisation. I am certain that, with my keen interest in digital marketing and my specific knowledge of search engine optimisation (SEO), I can be a valuable addition to your team.

Furthermore, I developed my talents in a variety of digital marketing areas, such as social media marketing, CMS Learning, Google PPC marketing, ad campaigns, and sophisticated SEO tactics, while pursuing my Master's degree in Digital Marketing at the University of Sunderland, Canary Wharf. My dissertation, "Artificial Intelligence in Digital Marketing," which examined its effects on customer behavior and SEO efficacy, served as the capstone of my academic career.

Throughout my career, I have worked in India extensively and most recently as an SEO Executive working at a digital marketing agency in London. In this role, I advanced my knowledge of Google Analytics, Google Search Console, and Google Tag Manager—tools and technologies that are essential for success in search engine optimisation. With Google Looker Studio and Agency Analytics tool, I became an expert at tracking and analysing data and creating informative reports. I was able to put my skills to use in this capacity by raising the visibility of content on search engines, increasing organic traffic, and ranking websites higher.

I'm a professional who pays close attention to detail and has a keen eye for trends and data-driven choices. My creative and committed approach, together with my ability to quickly adjust to the newest industry trends and marketing best practises, make me an invaluable asset to your team.

I am excited to contribute my combination of academic expertise, real-world expertise, and a passion for SEO to your endeavours. I'm excited about the chance to work with your company to create and execute strategies that maximise website functionality and promote natural growth.

I appreciate you taking the time to review my application, which is enclosed with more details about my background in education, employment, and accomplishments. I'm eager to talk about how my experience fits the objectives of your business, and I'm available for an interview whenever it's convenient for you.

I appreciate all of your time and thought. The idea of becoming a member of your company's digital marketing or SEO team and helping it succeed excites me.

Regards,  
RIDHI KAPOOR

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